

# ROOCRUIT

Cape Town, South Africa

## SASKIA

### Content Manager & Digital Marketing Strategist

#### PROFESSIONAL SUMMARY

A strategic and detail-oriented Marketer with a focus on growth through content marketing and high customer satisfaction. With a Master's level academic background in Marketing, I specialize in creating meaningful brand communication that ensures accessibility, searchability, and clarity. I have a proven track record of implementing data-driven objectives and SEO-first strategies for diverse international and local brands.

#### KEY SKILLS

- **Content & Strategy:** Content Marketing, SEO (On/Off-page), Copywriting, Brand Strategy
- **Digital Marketing:** Paid Media, Social Media Management, Email Marketing, Influencer Marketing
- **Analysis:** Google Analytics (GA4/UA), Reporting & KPIs, Market Research, Competitor Analysis
- **Technical:** Transcription, Video/Audio Editing Coordination, CMS (WordPress/Elementor), Project Management
- **Tools:** SEMRush, Asana, Trello, HubSpot, Meltwater, Hootsuite, Canva
- **PR:** Press Release Writing, Event Management, Partnership Building, Crisis Communication
- **Languages:** English (Native), Afrikaans (Second Language)
- **Project Management:** Monday.com, Jira, Slack, Microsoft Suite, Google Suite

#### PROFESSIONAL EXPERIENCE

**Content Manager (Marketer, Researcher, Editor)**

**April 2022 - Present**

*European Fintech & Payment Solutions Provider*

- Develop full-funnel content strategies across social media (LinkedIn, YouTube, Meta, TikTok), Email, and PR.
- Collaborate with product and commercial teams to create high-conversion assets including infographics, carousels, and animations.
- Executive producer and host for the company podcast.
- Manage SEO link building, keyword research, and blog planning to drive organic growth.
- Utilize GA4 and Google Search Console for performance tracking and trend analysis.

**Founder / Freelance Digital Marketing Consultant****May 2021 - Jan 2023***Independent Marketing & Transcription Consultancy*

- Managed end-to-end digital marketing for diverse clients in e-commerce, fitness, and professional services.
- Executed paid media campaigns across Meta, LinkedIn, and Google Ads.
- Provided specialized transcription and captioning services to transform audio/video into searchable web content.
- Strategy development for brands including international footwear and financial service firms.

**Content Manager****Oct 2021 - Oct 2022***B2B Content & Lead Generation Agency*

- Managed content strategy and copywriting for 11 diverse LinkedIn and Instagram accounts.
- Led a creative team of five, including proofreaders, video editors, and graphic designers.
- Produced high-quality video content, audiograms, and long-form articles for executive branding.

**Digital Content Teaching Assistant****Dec 2021 - Dec 2022***Global Education & Career Accelerator*

- Provided instruction and mentorship for Digital Content Curation and Storytelling courses.
- Delivered actionable feedback on student projects and assignments in partnership with global firms.

**PR and Brand Manager****Feb 2020 - July 2021***Web Hosting & Cloud Services Provider*

- Developed and executed the company Corporate Identity (CI) and PR strategy.

- Managed external communications, press releases, and media relations.
- Executed off-page SEO initiatives and backlink building through strategic partnerships.
- Hosted webinars and coordinated CSI initiatives and events.

**PR and Digital Coordinator****Jan 2019 - Feb 2020***Major African Fashion Retail Group*

- Managed influencer strategies and contract negotiations for major media properties (The Voice SA, Idols SA).
- Full social media management and website coordination for the group's designer-focused division.
- Coordinated large-scale corporate events and year-end functions with intensive budget management.

**Senior Social Media Strategist****July 2017 - Nov 2018***Specialist Social Media Advertising Agency*

- Conducted market research and SWOT analyses to build comprehensive social media plans.
- Launched and optimized Facebook/Instagram ad campaigns with focused audience building.
- Managed Online Reputation Management (ORM) and community interaction for multiple client accounts.

**EDUCATION**

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**MTech: Marketing (NQF Level 9)**

Cape Peninsula University of Technology | 2020 – 2025 (In Progress)

*Thesis: Brand knowledge of Méthode Cap Classique among consumers in the Western Cape.***BTech: Marketing (NQF Level 7)**

Cape Peninsula University of Technology | 2017

*Achievements: Distinctions in all subjects; Nominee for Vice Chancellor's Medal.***National Diploma: Marketing (NQF Level 6)**

Cape Peninsula University of Technology | 2014 – 2016

*Achievements: Placed top of marketing class for three consecutive years.***CERTIFICATIONS**

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[Google Analytics \(UA & GA4\)](#)

[Content Marketing \(Coursera\)](#)

[Transcribing and Editing \(TypeWhizz\)](#)

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