

CACHELLE

LinkedIn Specialist & Content Strategist

South Africa

RooCruit

PROFESSIONAL SUMMARY

Results-driven LinkedIn Marketer with extensive experience in B2B and personal brand marketing. Proven track record in increasing engagement, growing professional communities, and crafting compelling LinkedIn content strategies. Adept at leveraging LinkedIn to build brand authority, generate leads, and nurture industry relationships while managing cross-platform social media strategies for high-end service industries.

KEY SKILLS

- LinkedIn Marketing & Strategy Development
- B2B Social Media Management
- Thought Leadership & Brand Positioning
- Content Creation & Copywriting
- Community Engagement & Growth
- Performance Tracking & Analytics
- Multi-platform Social Media (Instagram, TikTok)
- Project & Client Management

PROFESSIONAL EXPERIENCE

Freelance LinkedIn Marketer

2021 – Present

International Personal Brand & Entrepreneurship LLC (Dubai-based)

- Managed LinkedIn marketing strategy, growing the personal brand from a freelance operation to a registered LLC.
- Created and executed content plans to establish professional thought leadership and significantly increase engagement metrics.
- Built and nurtured a professional network, leading to higher-quality business connections and opportunities.
- Improved LinkedIn visibility through strategic post timing, expert copywriting, and targeted audience interaction.

LinkedIn & Email Marketer

2023 – Present

Leading African Learning & Development Provider

- Managed the company's LinkedIn presence, positioning it as a leading L&D authority across the African continent.
- Developed and scheduled LinkedIn content including industry insights, white papers, and corporate updates.
- Executed targeted email marketing campaigns to generate B2B leads and nurture long-term client relationships.
- Aligned social marketing strategies with broader organizational business goals and quarterly marketing initiatives.

Somatologist & Social Media Marketer

2019 – Present

Private Aesthetic Clinic

- Manages an aesthetic clinic, handling full-scale business branding and digital client engagement.
- Directs Instagram and TikTok marketing strategies to attract high-value clients and improve retention.
- Creates engaging beauty and skincare content, growing a loyal online customer base through video and visual storytelling.

EDUCATION

Diploma in Somatology

2023

Isa Carstens Academy

TOOLS & PLATFORMS

LinkedIn Analytics

Canva

Adobe Spark

Hootsuite

Buffer

Google Analytics

LinkedIn Insights