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Top Skills

Problem Solving
Organisational
Time Management

Certifications

Wordpress Complete Webdesign
Graphic Design Careers: First Steps

Honors-Awards

Microsoft PowerPoint Badge

Beloved Msimango

Experienced digital marketer passionate about driving results through compelling content, web design, SEO, and data-driven strategies. #Blogging #CopyWriting #DigitalMarketing #ContentCreation #SEO #WebDesign

Johannesburg, Gauteng, South Africa

Summary

Paying attention to detail

Organised

Teampayer

Good liason

Loyal

Efficient

Assertive

Experience

heiresscreatives.co.za

Web Designer

February 2020 - Present (3 years 6 months)

South Africa

- Conceptualize and write compelling blog posts covering a range of topics that cater to the interests of the target audience.
- Conduct in-depth research to ensure accuracy, credibility, and up-to-date information in every piece of content.
- Implement SEO strategies to optimize blog posts for search engines, increasing organic traffic and visibility.
- Collaborate with brands and businesses to create sponsored content and native advertising that aligns with my blog's values and audience.
- Track and analyze blog performance using analytics tools, adjusting content strategies to improve engagement and reach.
- Authored and maintained a successful blog with a focus on [specific niche or industry], attracting a loyal readership and earning positive feedback.
- Developed content calendars and editorial plans to ensure a consistent flow of valuable content for the audience.
- Collaborated with guest bloggers and contributors to diversify content and offer multiple perspectives.

- Utilized various social media platforms (Facebook, Twitter, TikTok, Instagram, Youtube) to promote blog posts and expand the blog's reach and following.
- Monetized the blog through partnerships, affiliate marketing, and sponsored content opportunities.
- Design and develop visually appealing and responsive websites that reflect the brand's personality and cater to the target audience's needs.
- Collaborate with cross-functional teams, including developers, marketers, and content creators, to bring design concepts to life and ensure cohesive brand representation.
- Implement user-centered design principles to create intuitive navigation and enhance user interactions on websites.
- Conduct usability tests and gather feedback to continuously improve web designs and optimize user satisfaction.
- Employ UX principles to create intuitive and efficient navigation and interaction patterns, ensuring a positive user journey on the website.

SGB Member

Fundraising projects

2012 - March 2016 (4 years)

Reasoma high & Elsie Ngidi Primary

Liaison (parent/ teacher/ learners)

Mentor young girls

Team player

Organize food parcels for underprivileged

Promote the best interest of the school and ensure its development.

Adopt a constitution setting out how the SGB will operate.

Adopt a mission statement for the school.

Adopt a code of conduct for learners at the school which sets out disciplinary procedures.

#inclusivity # Collaboration#leadership

Fedics

chef

2002 - 2007 (5 years)

Midrand, Gauteng, South Africa

Leadership: As a junior sous chef, I played in a supervisory role, guiding and supporting the kitchen staff. Good leadership skills involve setting a positive example, providing clear instructions, and motivating your team to work efficiently.

Stress management: Kitchens can be intense environments, especially during busy service hours. Being able to handle stress and pressure with composure will helped me to stay focused and maintain quality.

Culinary expertise: My experience in multiple areas of the kitchen, including cold kitchen, pastry, and chef roles has provided me with a broad culinary knowledge.

Continually developing my skills in cooking techniques, food preparation, and presentation was crucial.

Creativity: As a chef, I had the opportunity to experiment with ingredients and flavors. Demonstrating creativity in developing new dishes and incorporating innovative ideas that set me apart.

Attention to detail: In the kitchen, precision is crucial for consistent and high-quality dishes. Paying attention to the smallest details in preparation, plating, and seasoning made a difference.

Education

George Tabor

Completed Level 3 ICT Studies , Information Communication
Technology · (January 2017 - December 2019)

Intuition College

Micrisoft Office advanced, Secretarial /administration · (1999 - 1999)

Nghunghunyani Secondary School

matric · (1994)