

# BRADLEY

# EDWIN

CREATIVE  
PORTFOLIO

# ABOUT BRADLEY

& THE DIGITAL MARKETING MADNESS

Bradley Edwin is a Wordpress Website designer & Digital Marketer based in Durban, South Africa.

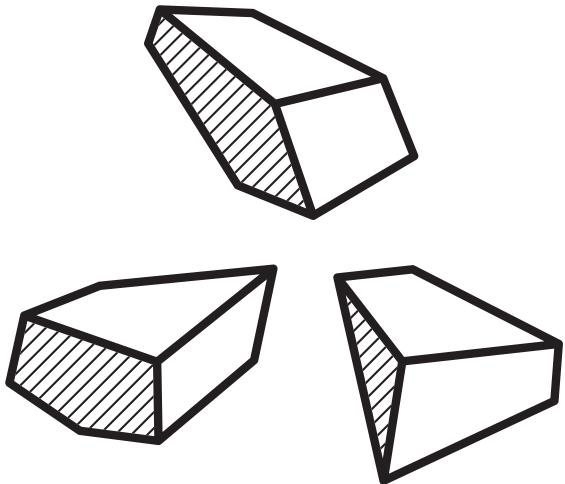
I have gained a plethora of experience working for companies in the different service industries. Whilst doing so, I managed the social media accounts of various small businesses while continuing to educate myself by utilising online courses and media to better my skill set.

I am passionate about all of the work I do and hold the skills of being detail-oriented, organised, responsible, a team player, communicative, and manages my time evenly, all while holding a consistent positive attitude.

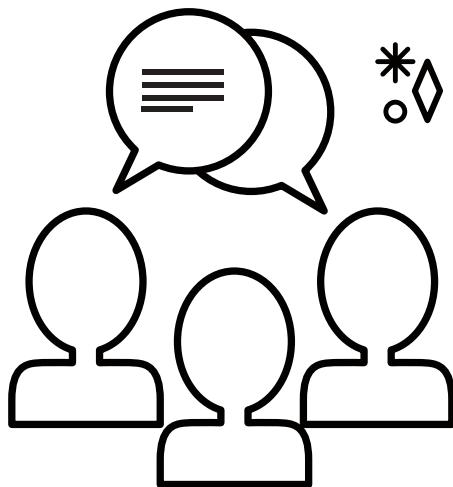
Being an advocate for Green Peace, climate change, and human rights,

I have also made it my mission to continue to be involved in both throughout my career.

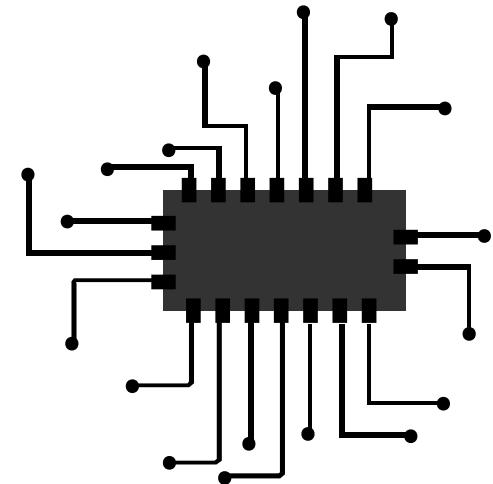
# MULTI-PLATFORM EXPERTISE



branding  
& web design



social  
media



digital  
marketing

# DIGITAL RESUME

LINKEDIN

Hosting In SA

Digital Marketing/ Web Design | Nov 2013 - Dec 2021

Destination Dynamics

Operations Officer | Apr 2009 - July 2013

SUNCOAST Casino & Entertainment World

Marketing Club Controller | Jan 2005 - Mar 2009



# BRANDING & WEB DESIGN

# Branding & Web Design SKILLS

## Marketing

Market Research  
Email Marketing  
Mailchimp  
Copywriting  
SEO (Search Engine Optimization)  
You Tube Marketing  
Facebook Ads Manager  
Twitter Marketing  
Quora Marketing  
Google Ads  
Google Analytics

## WP Web Design

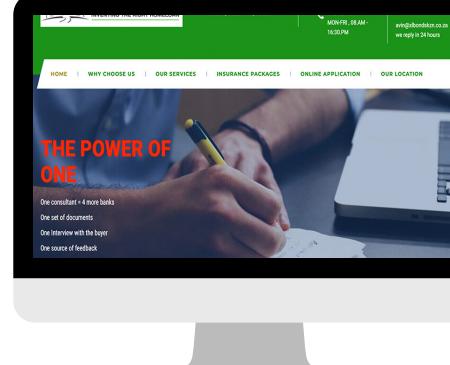
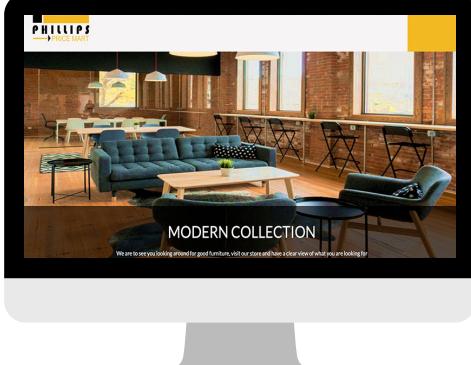
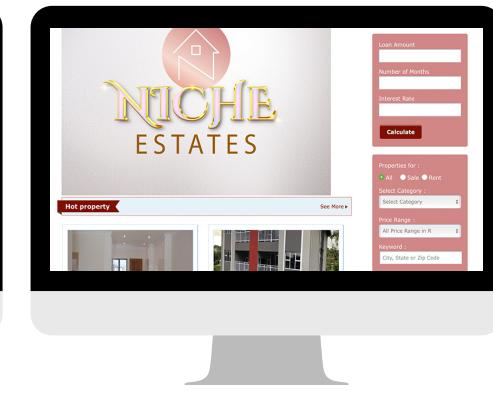
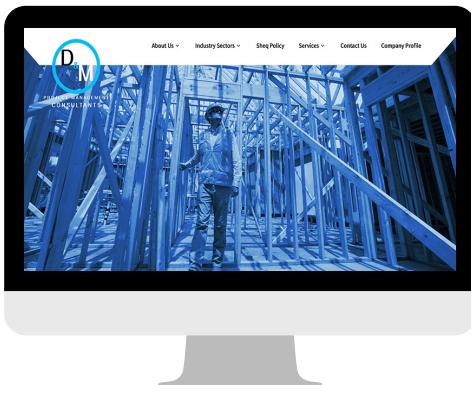
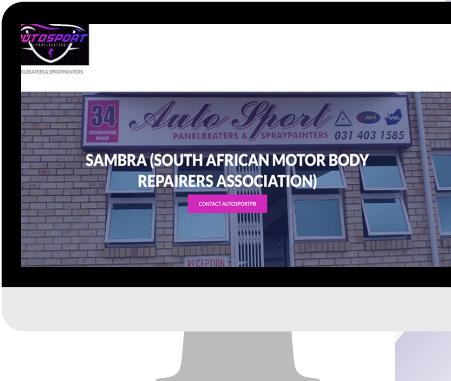
JavaScript  
SQL. ...  
PHP. ...  
WordPress platform. ...  
Sales and marketing. ...  
SEO  
Online security.

# MARKETING COLLATERAL



Bradley has a very diverse skill set and broad experience within digital marketing and design. Skills and work include finding a brand's image, aesthetic, and target audience, marketing, planning, researching trends, imagery, designing, and campaigns, building out emails and marketing campaigns using software like Salesforce and Mailchimp, deplored the campaigns, deep-diving into analytics and insights, and using the analytics to positively affect the brand image, business, content, and marketing overall.

# other website work



# VENDOR DELIVERABLES



All vendor deliverables are carefully designed to meet the needs of the individual brand, the brand's guidelines, brand aesthetic, and entice the target audience. This includes all flyers, brochures, posters, email graphics, Company PR gifting, brand promotions, packaging brand inserts, brand cards, social posts, and any other marketing collateral needed. Industries worked with: schools, retail, transport, fashion, service, and security.

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