

# Claire Smithard

I am a Digital Marketer with Front End Development skill set. I am responsible for managing our brands websites, social media, SEO and paid advertising. Coupled with this I am a keen problem solver, delving into our business and providing custom developed solutions for our teams.

## Work Experience

### Digital Marketing Specialist

Smith Power Equipment  
Edenvale  
Dec 2018 - Present

SPE is an importer and distributor of agricultural and turf equipment. I manage our brands websites (WordPress), social media and paid advertising strategy and platforms. Coupled with this I create custom developed solutions to solve business problems using custom web development (PHP & MySQL) and integrating systems.

### Head of Operations

Sideways10up  
Kempton Park  
Nov 2015 - Nov 2018

S10U is a Digital Marketing Agency. I was responsible for the management and execution of the client's email marketing campaigns (Everlytic: HTML) which included integrating social media, web development (WordPress) and customised solutions (HTML& CSS).

### Product Support Specialist

Rocketseed  
Fourways  
Oct 2011 - Oct 2015

Rocketseed is an Email Marketing Agency Team leader within the Support team and was responsible for the management and execution of the client's email marketing campaigns (Everlytic: HTML), everyday email branding (Rocketseed Signatures) and client training on platforms.

### System Administrator

Tennis South Africa  
Illovo  
Jan 2009 - Oct 2011

Management of all TSA's local tournaments administration which included managing the online entry system, payments and bank reconciliation reports. Management of the content on the TSA website.

## Education

### Full Stack Web Developer Bootcamp

Hyperion Dev  
Aug 2020 - Present

HTML, CSS, Javascript, JQuery, Version Control, React, Express, Node.js, MongoDB, API.

### Agency Project Management

Red and Yellow School  
Jun 2014

Project Management, Strategy & Planning, Change Management, Quality Management, Budget Control.

### BTech Multimedia Design & Technology

Damelin  
Jan 2007 - Dec 2008

Graphic Design, Art History, Idea Generation, Design Method, Design Principles, Corporate Identity, Multimedia Design, Web Design, Animation

### Matric Certificate

Willowmoore High School  
2006

English, Afrikaans, Biology, History, Technical Drawing, Home Economics, Art, Dance Performance.



[https://claire2788.github.io/Claire\\_Smithard\\_CV/](https://claire2788.github.io/Claire_Smithard_CV/)

## Details

**Date of Birth:** 27 April 1988

**Nationality:** South African

**ID Number:** 8804270103085

**Marital Status:** Single

**Ethnic Group:** White

**Gender:** Female

**Email:** claire.smithard@gmail.com

**Phone:** +27 79 657 4870

**Address:**

46 12th Avenue

Northmead

Benoni

**Drivers License:** Code B

**Languages Spoken:**

English & Conversational

Afrikaans Language

**Written:** English

## Skills

HTML

CSS

JavaScript

PHP

MySQL

WordPress

Graphic Design

Email Marketing

SEO

Google AdWords

Google Analytics

Strategy

Problem Solving

Solution Building

# Hobbies Interests & Motivations

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Apart from being a Digital Marketer/Web Developer I am a Dancer, Scout, Tennis Player and general busy body. I have been involved in the Guiding and Scouting Movement since I was 5 years old. I am currently a Rover with the Phoenix Rover Crew in Benoni as well as an Assistant Troop Scouter at 6th Benoni Scout Troop. I am currently on my path to complete the highest award in Scouting, the BP Award. This Movement has molded and shaped me into the citizen I am today. Along with this I have danced and played tennis from a young age. I enjoy keeping active and allowing my creative energy to play out on the dance floor.

If I am not outdoors being active I enjoy studying philosophy as well as advancing my skill set in programming. I am currently studying with HyperionDev and completing the Full Stack Web Developer Bootcamp.

My motto in life is to "Be better". To me this means that I need to strive to do better than the day before. To work hard on my skill set and most importantly on my mind and intellect. If I strive to constantly be better everyday I can only move upwards in my life.



## Hobbies & Interests

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Modern Dancing  
Tennis  
Scouts South Africa:  
Assistant Troop Scouter & Rover  
Painting  
Hindu Philosophy  
Hiking  
Rock Climbing  
Pilates  
Running

# Digital Marketing Specialist

SPE is an importer and distributor of agricultural and turf equipment. I manage our brands websites (WordPress), social media and paid advertising strategy and platforms. Coupled with this I create custom developed solutions to solve business problems using custom web development (PHP & MySQL) and integrating systems.

## Digital Marketing Specialist

Smith Power Equipment  
Edenvale  
Dec 2018 - Present

### Brands:

Kubota, Polaris, Linhai, Club Car, Toro, Ausa, Ego Power Plus, Smith Power Generators, Baoli.

### Web Development:

I am responsible for the design, development and maintenance of all our brands websites. Each site has been optimised for desktop and mobile. Along with this I co-developed and manage our custom developed lead management system which is integrated with our CRM system. The lead management system has been developed to generate quotes on the fly, trigger emails, WhatsApps and SMS's to the sales team and our dealer network, then finally injecting the lead into our CRM via an API.

### Social Media:

I manage all our brands social media channels from the strategy to design and paid campaigns. I then channel all the leads into our CRM system and distribute to the operations team members.

### Online Chat:

I manage our online chat system which is installed on all our websites. We channel the chat leads to our operations team, deliver quotes to clients or resolve customer service issues.

### Paid Advertising:

Manage our Google AdWords and Facebook Advertising accounts across all our brands. This includes our budgets, target audiences and keyword management.

### Solution Building and Problem Solving:

Coupled with all the above we strive to create solutions that resolve issues within the business. Integrating our websites with our CRM system to a create full circle lead management system.

Customer completes a lead form which then triggers various communications. The customer receives an email containing a PDF quote attachment which has been instantly generated. The quote is sent via email and WhatsApp to the customer. The lead is then injected into our CRM system, the operations and sales team are notified of the lead and the sales journey can then begin. From here mail journeys are triggered to the customer to follow through with the potential sale.

Along with this, creating custom developed tools to streamline tasks for our teams which include parts lead distribution systems and pre-owned lead management systems.

## Skills

HTML  
CSS  
PHP  
MySQL  
JavaScript  
Bootstrap  
SEO  
Graphic Design  
Bulkmail Design  
Bulkmail HTML  
Strategy  
Analytics  
Problem Solving  
Solution Building  
Database  
Management

## Platforms

X2CRM  
WordPress  
Facebook Business  
Synaq Email  
Signatures  
Google AdWords  
Google Analytics  
Search Console  
Hosting Platforms:  
cPanel  
Photoshop  
Microsoft Office  
Excel  
(Database  
Management)

## Reference

Robert Keir  
+27 82 349 7441

# Head of Operations

S10U is a Digital Marketing Agency. I was responsible for the management and execution of the client's email marketing campaigns (Everlytic: HTML) which included integrating social media, web development (WordPress) and customised solutions (HTML & CSS).

## Head of Operations: Email Marketing Specialist

Sideways10up  
Kempton Park  
Nov 2015 - Nov 2018

Responsible for the management and execution of the client's email marketing campaigns which included integrating social media, web development and customised solutions.

### Brands:

PPS Investments, Outsurance, Tracker, Europcar, Ekerk, Efficient Group

### Production Manager:

Management of the team's production cycle whereby I managed all projects coming into the team which include the following: costing of projects, team scheduling of projects and execution of projects so that client is work is delivered, feedback of the projects status to the account managers and clients.

### Bulk Email Campaign Management:

Management of client's bulk mail campaigns from receipt of initial brief right up to assessment of campaign execution which included the following:

Understanding the client's brief utilizing briefing documentation. Assessing the campaign required and incorporating multiple technology platforms to execute efficiently. Designing the mailers and elements of the campaigns with HTML best practice in mind. Coding of the mailers utilizing media queries to ensure mobile rendering. Utilizing the database to its best potential via segmentations. Deploying the campaigns either as once off sends, triggered mailers or as a campaign series. Analysis of the reports and statics to improve and tweak the continuous campaigns or improve a future campaign. Experienced in design and execution for corporate client's campaigns which included following strict brand CI documentation and procedures.

### Everyday Email Branding:

Management of client everyday email banners and signature utilizing Mimecast and Rocketseed. Create client email branding strategy and execute the strategy. This includes understanding the client's needs and creating a strategy for this. Coupled with this I am fully proficient in the technical aspect of managing the email branding platforms.

### Finance:

Costing each project, managing the invoicing process and handling the debtors accounts.

### Social Media:

Design and execution of social media strategy's.

### Web Development:

Design and coding of WordPress websites

### Integrations:

Integration of bulk mail, web development and web forms to deliver customised solutions as per the client's needs.

## Skills

HTML  
CSS  
Graphic Design  
Bulkmail Design  
Bulkmail HTML  
Strategy  
Analytics  
SEO  
Problem Solving  
Solution Building  
Database  
Management

## Platforms

Emma  
Everlytic  
Mailchimp  
X2CRM  
WordPress  
Mimecast  
Rocketseed  
Google AdWords  
Google Analytics  
Search Console  
Hosting Platforms:  
cPanel  
Photoshop  
Microsoft Office  
Excel (Database  
Management)

## Reference

Willie Swart  
+27 82 467 7139

# Product Support Specialist

Rocketseed is an Email Marketing Agency. Team leader within the Support team and was responsible for the management and execution of the client's email marketing campaigns (Everlytic: HTML), everyday email branding (Rocketseed Signatures) and client training on platforms. Ensuring the correct costing was applied from our account management team.

## Product Support Specialist

Rocketseed (Pty) Ltd  
Fourways  
Oct 2011 - Oct 2015

Team leader within the support team and was responsible for the management and execution of the client's email marketing campaigns, everyday email branding and client training on platforms. Ensuring the correct costing was applied from our account management team.

### Bulk Email Campaign Management:

Managing the bulk mail team and traffic flow of work, including quality assurance checks and documentation. Utilised production ticket system to improve the efficiencies of the bulk mail team.

Managing my day to day work of bulk mail execution, which included taking brief from client. designing the mailer with HTML best practice in mind, coding the mailer or campaign, thoroughly testing internally and with client. campaign deployment to database.

Account management of bulk mail clients

### Solution Building:

Integrating bulk mail and web forms to create solutions for clients to maximise their campaign results. These included event management, climate surveys and internal HR solutions.

### Everyday email branding:

Designed and coded of email banners and signatures

Measuring and analysis of statistics to improve future email branding effectiveness.

### Training:

Trained clients on both above platforms either in training sessions at the offices or online training sessions.

## Skills

HTML  
CSS  
Graphic Design  
Bulkmail Design  
Bulkmail HTML  
Strategy  
Analytics  
Problem Solving  
Solution Building  
Database  
Management

## Platforms

Emma  
Everlytic  
Rocketseed  
Photoshop  
Microsoft Office  
Excel (Database  
Management)

## Reference

Wade Willingale  
+27 11 691 7740

# Systems Administrator

Management of all TSA's local tournaments administration which included managing the online entry system, payments and bank reconciliation reports. Management of the content on the TSA website.

**System Administrator**  
Tennis South Africa (TSA)  
Illovo  
Jan 2009 - Oct 2011

Management of all TSA:s local tournaments administration which included managing the online entry system, payments and bank reconciliation reports.

Management of the content on the website.

Assisted the team on mapping out of the online entry system.

Management of all bulk email communications to members.

Membership database management.

## Skills

HTML  
CSS  
Graphic Design  
Problem Solving  
Database  
Management  
Admin

## Platforms

WordPress  
Photoshop  
Office  
Excel (Database  
Management)

## Reference

Iain Smith  
+27 11 442 0500