|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  |  |  | |  |  |
| KIARA REDDY  Marketing Manager | |
|  | |
|  | | | | | |
| CONTACT Phone icon 065 970 2166   * kiarareddy13june@gmail.com | | | Professional summary Passionate Marketer with a Degree in my bachelor of commerce majoring in marketing. Excellent understanding of marketing concepts and its role in building brand awareness and lead generation. Working to an excellent standard under considerable pressure while presenting a positive image to team members. | | |
| SKILLS  * Marketing campaign strategy * Customer base development * Social media brand promotion * Content development and planning * Advertising * Social media * Social media marketing * Digital marketing techniques * SEO keyword research * Social media ROI * Traffic boosting content | | | EXPERIENCESocial Media Manager, PeppaWeb marketing Mar 2022- current   * Expanded Instagram following by developing brand aesthetic across Reels and Stories. * Designed enticing social media cards and landing pages to build engagement and brand awareness. * Designed unique and engaging posts using Adobe Photoshop to enhance brand identity across all channels. * Created provocative Instagram videos with seamless transitions to showcase new product ranges.  Account manager, Seo Vendor Feb 2022- Mar 2022   * Contributed to development of new product features by collating partner feedback. * Communicated with clients to determine needs and advise on suitable product. * Reminded clients regarding updates and renewals to avoid delays and penalties. * Resolved complaints and minimised issues by improving processes and offering incentives. * Established professional relationships with clients to build trust. * Determined needs of clients and suppliers by performing market research.  Network Marketer, Nuskin Jan 2020- Oct 2021   * Analysed sales data to identify bestsellers and new market trends to adapt strategy accordingly. * Created unique social media posts to best showcase products and drive engagement. * Mentored team of 10 Nuskin representatives, evaluating performance and providing tailored coaching. * Attained key performance indicators such as reducing the website bounce rate, increasing dwell time, and improving conversion rates.   Administrative assistant, Iprotect trustees  Oct 2020- Nov 2020   * Managed 100+ pieces of correspondence each week, handling email inquiries, photocopying, scanning, and processing post. * Filed and uploaded documents to maintain accurate records using the in-house system. * Edited documents accurately in Microsoft Word and coordinated amendments from paper copies. * Managed 100+ customer files * Filed and coded 100+ invoices each month, checking alongside purchase orders and consignment records. | | |
| EDUCATION Richfield graduate institute of technology, Durban  2020-2022  Bachelor of commerce, marketing Northlands Girls High school 2014-2019 | | |