

SIYANDA MAYEKISO

S.mayekiso@gmail.com

EDUCATION

Master of Business Administration

Hamline University, St Paul, MN

Graduated December 2018

Master of Science in Strategic Media Communications

St. Cloud State University (SCSU), St. Cloud, MN

Graduated May 2016

Bachelor's Degree in Media Communication

Nelson Mandela University (NMU), Port Elizabeth, South Africa

Graduated April 2014

EMPLOYMENT

SEO Specialist, Legrand AV

April 2019 – April 2020

- Worked with both the technical and content strategy realms of SEO.
- Worked independently on SEO strategy
- Resolved long standing SEO related technical issues
- Assisted in website migration, creating page titles and meta descriptions
- Built and directed the implementation of critical website architecture
- Worked with multiple brand managers, providing key word research and competitive research
- Optimized major pages for SEO
- Worked with HTML to implement website optimization

SEO Specialist, Thomson Reuters

August 2018 – April 2019

- Researched and strategized Paid Media strategy plans for all agency clients
- Managed accounts and completed daily, weekly and monthly Paid Media audits
- Facilitated the management and growth of Paid Media accounts and ensured that the expectations of the clients were met
- Analyzed and reported on Paid Media strategy results and presented to clients by documented report and presentations as were necessary.
- Developed and maintained understanding of marketplace dynamics and provided evidence based CRM solutions to all clients

Content Marketing Manager, American Security Cabinets,

September 2017 – August 2018

- Developed and conceptualized Paid Media strategy and provided technical solutions for content strategy
- Measured site performance, analyzed customer behavior, and trends and implemented SEO strategy improvements.
- Optimized the company website in line with Paid Media best practices
- Used data sets to develop direct response strategies
- Developed and managed the sales reporting system that provided adequate sales analysis on SEO performance

Media Relations Intern, University Relations, Hamline University

August 2016 – August 2017

- Produced and wrote multiple news items for the Inside Hamline newsletter that was distributed university wide
- Solved longstanding SEO issues and built the framework for a successful web optimized landing page,
- Assisted in preparing the monthly and quarterly report that provided the rationale behind Paid Media strategy
- Gathered and analyzed information and conducted a university wide SEO internal audit

ADDITIONAL SKILLS

- Experience with Microsoft Office suite (Excel, Outlook, PowerPoint and Word)
- Experience with Adobe Creative suite (Adobe InDesign, Adobe Ad Cloud, Adobe Premier and Adobe Photoshop)
- Experience with Web Analytics software (SEMrush, Google AdWords, Google Analytics, Google Search Console, Google Paid Search, Kenshoo, Salesforce and WordPress)
- Experience with SEO, PPC, HTML, SEM, E-Commerce, Digital Paid Media and project implementation
- Experience with business to business marketing (B2B), creating budgets and reporting on profit and loss (P&L)
- Ability to work with ambiguity within a high paced matrixed environment

LANGUAGES

Proficient in Spanish