

# Kenny Khasu



## Contact

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## Skills

- SEO: Search Engine Optimization
  - Technical SEO
  - On-Page SEO
  - Off-Page SEO
  - Local SEO
- Web Development (Front End)
  - HTML, CSS, JavaScript
- Data Analysis
  - MySQL
  - Tableau
  - Google Analytics
- Content Design
  - Adobe Illustrator
- Project/Campaign Management
  - ClickUp
  - Hootsuite

## Digital Marketing Assistant

Marketing professional with hands-on experience in SEO, content optimization, and digital analytics. Skilled at building and optimizing webpages, conducting keyword research, and improving site health with SEO best practices. Strong foundation in web development, analytics, and campaign reporting, with the ability to translate data into actionable insights. Dynamic communicator, equally comfortable working independently or within teams, with an analytical mindset geared toward growth and efficiency.



## Work History

### Digital Marketing Assistant | Gammatec

July 2025 – Present

- Executed SEO optimizations across landing pages and product/service pages.
- Applied schema markup in code, validated structured data, and supported sitemap management.
- Tracked leads and conversions, analysing ROI across multiple digital channels.
- Built and optimized landing pages with SEO-friendly structures and reduced redundant code.
- Assisted with reporting on digital performance, aligning metrics with company objectives.
- Conducted Social Media Management, creating a schedule for posts, content design and management.
- Created reports on content performance, through organizing set metrics for objectives.

### Marketing Intern | Gammatec

July 2025 – Present

- Conducted keyword research, content planning, and UTM implementation to track campaign performance.
- Designed social media graphics, managed posts with Hootsuite, and maintained content calendars with ClickUp.
- Supported advertising campaigns, monitored results, and contributed to reporting for internal teams and suppliers.
- Assisted with website database updates and optimized product data for accuracy and search visibility.
- Provided event coordination support and collaborated on company magazine proofreading and publishing.



# Education

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## **Udemy (2025)**

MySQL for Data Analytics and Business Intelligence

## **Hubspot Accademy ( 2025)**

SEO Certification

## **Udemy (2024 - 2025)**

Full Stack Web Development Course (in-progress)

## **Digify (2024)**

Digify PRO Digital Marketing Programme

## **Google Skillshop (2024)**

Certification in Digital Marketing

## **IIE Rosebank College (2019 - 2022)**

Diploma in Marketing Management

## **Star Schools (2018 )**

National Senior Certificate: Bachelor's Pass

## **General Smuts High School (2013 - 2017)**

National Senior Certificate: Bachelor's Pass