

# BRIAN PHOMOLO

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## OBJECTIVES

Highly motivated individual and a certified digital marketer with strong SEO and attention to detail, and a solid online marketing background looking to obtain a position of SEO Specialist with webtechnikal.

## EXPERIENCE

8/2021 - Present

### Web developer

At **Webtechnikal**

I singlehandedly developed my web page analysed the SEO and put it up on the Internet. the social media marketing and email marketing campaigns were also oversaw by me and I managed all the nitty-gritty aspects of the whole website

## QUALIFICATIONS

8/2018 - 7/2021

### Bsc Software Engineering with multimedia

From **Limkokwing**

8/2020 - 12/2020

### Certificate in Email Marketing

From **Marketing**

## SKILLS

### Management Skills

- ✓ Web development
- ✓ Database management
- ✓ Web SEO analysis
- ✓ Social media marketing
- ✓ Email marketing
- ✓ Ecommerce
- ✓ Project management
- ✓ Graphic design
- ✓ Logo Design

## PROJECTS

2/2016 - Present

### Webtechnikal

[www.webtechnikal.com](http://www.webtechnikal.com)

Description of the respective Project and its technologies, methods and uses

## ACHIEVEMENTS

8/2020

### Managed multiple Facebook pages

From **Webtechnikal**

oversaw and managed a number of Facebook pages including the webtechnikal, chq and monetize Facebook pages

10/2019

### Instagram /Facebook ads

From **Webtechnikal**

During the course of the year I learnt how to design and run Instagram ads and analyse the data and target the right audience

3/2020

### Google ads

From **Webtechnikal**

I learnt how to deploy and use Google ads and use them to grow a business from anywhere in the world through targeted advertising

8/2019

### Pinterest ads

From **Webtechnikal**

I deployed and tested Pinterest ads and created a number of boards which gave me a growing number of monthly viewers

8/2019

### Bing Ads

From **Webtechnikal**

In order to gain an audience and drive traffic to my landing page I designed, I used Bing ads by Microsoft to direct traffic and analyse my target market and retarget them

8/2020

### Landing page design

From **Webtechnikal**

Along with my website I used a number of landing pages I designed with system.io to get the attention of viewers and direct them to my website

## LANGUAGES

☒ **Setswana**  
Expert

☒ **English**  
Expert

## INTERESTS

Network Analysis  
Trading

Ecommerce

## PERSONAL INFORMATION

**Father's Name** Mankge  
**Nationality** Motswana  
**National ID Card** 139112815

**Date Of Birth** 12/7/1998  
**Marital Status** Single  
**Website** www.webtechnikal.com

## REFERENCES

### Mr O.G Masiri

Lecture At Limkokwing University

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### Mr B.Mariro

Lecture At Limkokwing University

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