

JUNANDI MEYER

SEO & Digital Marketing Specialist

> Details

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☎ +27 (81) 421 0575

📍 George, Western Cape

💻 Remote-Friendly

LinkedIn Profile:

www.linkedin.com/in/junandi-meyer

> Summary

Results-oriented SEO & Digital Marketing Specialist with hands-on experience in link building, digital PR, and SEO content development. Skilled in structuring campaigns, managing outreach communication, and supporting cross-functional marketing teams. Adept at building workflows, tracking performance, and producing actionable insights for organic growth. Passionate about content strategy and the intersection between communication and digital technology.

> References

WSI OMS / Unibit Solutions

- **Marelise Widdal:** 082 855 4572
◦ marelise@wsioms.co.za

Trade Nation

- **Nick Sproule:**
◦ nick.sproule@tradenation.com

Property Check SA

- **Nico Meyer:** 082 606 1956

WORK EXPERIENCE



Social Media Manager

Property Check SA

Sep 2025 - Current



Off-Page SEO Specialist

Trade Nation: Forex Trading Broker

Apr 2024 - Sept 2025



- Structured SEO workflow within a multi-national marketing team, improving reporting efficiency.
- Led a 3-month website translation project, coordinating content adaptation across multiple markets.
- Enhanced backlink acquisition processes through digital PR and structured outreach.
- Maintained link databases, updated SEO trackers, and assisted with landing page optimisation on Prismic.
- Contributed to internal communication by compiling SEO and Digital PR performance reports.



Head of Off-Page SEO

Digital Rainmaker: Digital Marketing Agency

December '23 - March '24 (4 months)



- Directed link-building operations, from outreach and relationship building to A/B testing.
- Oversaw link prospecting and managed quality assurance for placements.
- Coordinated PR communication and content ideation with multiple stakeholders.
- Trained and supported new team members on workflow and client management.



Junior SEO Consultant / SEO

Copywriting Intern

WSI OMS | Unibit Solutions

Digital Marketing Agency

Jul 2022 - Nov 2023



- Created and optimised digital content for international clients in the US, UK, Ireland, and South Africa.
- Managed keyword strategies and performed content gap analysis using Ahrefs and Frase (**continue on next page**).

WORK EXPERIENCE



Junior SEO Consultant / SEO Copywriting Intern (continued)
WSI OMS | Unibit Solutions
Digital Marketing Agency
Jul 2022 – Nov 2023

- Executed link-building campaigns and drafted outreach emails to support off-page SEO efforts.
- Collaborated with content writers and account managers to develop content calendars and reports.
- Supported on-page SEO tasks, including metadata updates, internal linking, and content audits.



Private Tutor
Mastering It - Tutoring Services
Jun 2022 – Dec 2022



- Provided subject-specific academic tutoring for high school learners (Biology, Geography, English, Afrikaans, French).
- Developed lesson materials and supported student progress monitoring.



Freelance Journalist (Internship)
The Social Talks – Non-Profit News Organisation
Mar 2022 – May 2022



- Published research articles focusing on African culture and wildlife.
- Applied storytelling and editorial principles to digital publication standards.

EDUCATION



University of South Africa
BA Communication Science
2023 – Ongoing (Graduating 2026)
Focus: Organisational & Strategic Communication, Media Studies.



University of Cape Town
Copywriting for Digital Marketing (Short Course)
2022 (12 weeks)



University of Johannesburg
BA General – English Literature & Strategic Communication
2022 (transferred to UNISA)



High School Florida
Matric (2021) – 5 Distinctions, District Awards for French SAL



Additional Projects

Property Check SA – Social Media Management (2025–Present)

- Created and grew company presence across Instagram, Facebook, and LinkedIn.
- Increased Facebook followers from 11 to 22 and established consistent visual branding.
- Built Instagram profile from zero with consistent posting and engagement efforts.
- Developed copy, visuals, and social media calendars to improve brand visibility.



Key Strengths

- **SEO:** On-page & off-page SEO, keyword research, link-building strategy, technical audits, and reporting.
- **Digital PR & Communication:** Outreach campaigns, journalist communication, and press release ideation.
- **Content & Copywriting:** Optimised web copy, blogs, and content strategy using SEO tools.
- **Project Management:** Campaign coordination, database management, and performance tracking.
- **Tools:** Ahrefs, Frase, ClickUp, Basecamp, Prismic, WordPress, Mailchimp, Google Workspace, Microsoft 365.

