

KEREN GUMBO

MARKETING PROFESSIONAL

CONTACT



081 775 9913



keren.mosi@gmail.com



23A 10th Ave, Rivonia

SKILLS

Digital Marketing Strategy

Social Media Management

Data Analysis

Digital Platform Proficiency

Market Research

Paid Media

Marketing Coordination

Google Analytics

Ad Campaign Creation

Budget Allocation

EDUCATION

Digital Marketing Certificate

UNIVERSITY OF CAPE TOWN

March 2023 - June 2023

Bcom Marketing Management

BOSTON CITY CAMPUS

2018 - 2022

Matric Certificate

ATHLONE GIRLS HIGH SCHOOL

2011 - 2015

PROFILE

Versatile marketing professional with a robust skill set in digital marketing, brand development, campaign coordination, data analysis, content creation, and copywriting. Demonstrated expertise in leveraging analytics for strategic decision-making. Proven track record of creative contributions to marketing initiatives.

WORK EXPERIENCE

Digital Marketing Specialist

SOLE DISTRIBUTION

February 2023 - Present

1. Digital & Social Media Strategies

- Developing and executing comprehensive digital and social media strategies for 8+ Brands.

2. Digital & Social Media Platform Management

- Managing and optimizing various digital and social media platforms, including Google, Facebook, Instagram, Twitter, LinkedIn, and emerging channels.
- Overseeing content creation, scheduling, and engagement to enhance brand visibility and engagement.

3. Reporting & Analysis

- Utilizing analytics tools to track and measure the performance of digital and social media campaigns.
- Preparing regular reports, providing insights and recommendations for continuous improvement.

4. Market Research

- Conducting thorough market research and translating market insights into actionable strategies to strengthen each brand's market position.


5. E-mail Marketing


- Developing and executing e-mail marketing campaigns, including segmentation, content creation, and A/B testing.


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EXPERTISE & SOFTWARE

- Canva
- Trend Forecasting
- SEO
- Event Planning
- CRM
- Data-Driven Decision-Making
- Mailchimp
- A/B Testing
- Publer
- Brevo
- Monday.com

WORK EXPERIENCE

Marketing Assistant

SOLE DISTRIBUTION

June 2022 - January 2023

1. Social Media Management

- Curating and creating engaging content for social media platforms.
- Monitoring and responding to comments, messages, and mentions on social media.

2. Influencer and Brand Collaborations

- Identifying and engaging with potential influencers for brand partnerships and coordinating logistics for influencer collaborations, including gifting and contract management.

3. Event Coordination

- Supporting the planning and execution of fashion events, product launches, and photoshoots.

4. Graphic Design Support

- Creating basic graphics for social media, email, and other marketing materials.

5. Customer Engagement

- Responding to customer inquiries and feedback on social media and other platforms

6. Trend Analysis

- Staying informed about fashion trends and incorporating relevant elements into marketing strategies.

Junior Office Administrator

RE-ASSESS SAFETY CONSULTANTS February 2017 - November 2020

Providing essential administrative support, handling tasks such as data entry, scheduling, and communication. Contributing to the smooth operation of the office by assisting with record-keeping, managing supplies, and supporting various departments as needed.

Family business which i left due to Covid & business hours were cut.