

Zamandosi Cele

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EXPERIENCE

Outreach and Communications Lead - [Cherry Digital PTY LTD](#) (Full Time) - London, UK

JUL 2023 - JAN 2025

- Developed and executed successful link-building campaigns, securing high-authority backlinks and syndicated coverage from reputable publications.
- Managed the end-to-end lifecycle of campaigns, from content ideation and creation to outreach and performance analysis.
- Optimized content for search engines using strategic keyword integration to enhance online visibility and improve organic rankings.
- Developed a sophisticated database of media contacts and maintained relations to secure high quality backlinks.
- Utilized platforms such as Cision and Apollo.io to create a database of relevant media contacts to secure potential leads.
- Built and nurtured relationships with media outlets, journalists, and stakeholders to maximize campaign reach and impact.
- Stayed ahead of industry trends and algorithm updates to implement cutting-edge SEO and PR strategies.

Digital Public Relations Specialist - [Cherry Digital PTY LTD](#) (Full Time) - London, UK

JUL 2021 - JUN 2023

- Generating content for campaigns
- Producing copy such as articles and blog posts for client websites. Using applications such as Buffer to schedule social media posts across various platforms.
- Creating mailers for various campaigns with the aid of platforms such as MailChimp and Sendy.
- Incorporating SEO practices and principles into content and copy to generate leads.
- Utilizing SEO Tools to draft thorough campaign analysis documents for clients.
- Utilizing CRM tracking, Google Analytics, Google Alerts and various other tools for campaign analysis and finding ways to generate leads.
- Conceptualizing client brief and translating that to fully fleshed out campaigns. Liaising with clients to update them on the progress/success of campaigns.
- Running google surveys to collect relevant data as per client request.
- Incorporating keyword research in content driven campaigns.

Public Relations Assistant - [Cherry Digital PTY LTD](#) (Full Time) - London, UK

MAR 2020 - JUN 2021

- Contributed a library of content for client customized campaigns.
- Produced both long and short form copy for clients as requested.
- Brainstormed various campaign ideas.
- Used Search Engine Optimisation principles in order to increase reach on the google search engine.

Activation/Brand Management Assistant - [Simunye Media](#) (Full Time) - Cape Town, SA

SEP 2019 - FEB 2020

- Research relating to consumer behavior in the afro-urban market.
- Managed various activations for brands associated with the company.
- Managed and produced content for the company's social media platforms.
- Analyzed campaign performance to provide actionable insights and improve future activations.

EDUCATION

University of Cape Town, CPT — *BA English Literature & Politics and Governance*

2016 - 2018

Bachelor of Arts in English Literature and Politics & Governance - Faculty of Humanities Courses Included: Public Policy and Administration, South African Politics, English Literature, Contemporary Literature.

TECHNOLOGY & TOOLS

- Microsoft Office
- G-Suite
- Cision
- WordPress
- Chatgpt
- Ahrefs
- Notion
- Apollo.io
- MailChimp
- HubSpot
- Google Adwords
- QuestionPro

SOCIAL ORGANIZATIONS/VOLUNTEER WORK

- UCT Fashion Society - Member 2018

