



Michelle Molefe

SEO Analyst/Digital PR Specialist/VA

Proactive Humanities Studies graduate who has exceptional Digital PR, SEO, and Administration skills with the ability to learn and adapt quickly. A great communicator who's Enthusiastic about developing others to build knowledge-sharing skills. Looking for an opportunity to apply myself and gain experience while continually furthering my knowledge and gaining invaluable skills in a professional environment.

Contact

Phone

+27844873005

Email

michellekelebogile@gmail.com

Address

Pretoria, South Africa

Education

2019

BA Humanities

University of Pretoria

2020

PGCE

University of Pretoria

Expertise

- SEO & Keyword Research
- HTML & CSS
- Customer Service
- Research and Data Analysis
- Organic Outreach
- Digital PR & Link Building
- PPC
- Social Media Management
- Project Management
- Email Marketing

Language

English

Experience

2022 November - PRESENT

Organic Growth Marketing | Remote

Digital PR Specialist

A Digital Marketing Agency that assists SAAS companies. I was responsible for cultivating new relationships while maintaining existing ones with our connections. Conducting research to improve our link-building, marketing strategies, and outreach campaigns. Creating Month over Month and Quarterly reports that analyze the performance of our campaigns and marketing strategies for clients. Conducting keyword research to help optimize clients' pages and improve rankings on SERPs. Analyzing and auditing the clients' sites and conducting competitor analysis.

2019 SEPTEMBER - 2022 OCTOBER

Coalition Technologies | Remote

SEO Analyst & Link Builder

In this role, my responsibilities encompassed a range of tasks to optimize clients' websites and drive organic growth. This included conducting SEO technical audits, optimizing website performance, performing keyword research, analyzing competitors, building link profiles, executing effective outreach strategies, and managing PPC campaigns. I collaborated with clients and cross-functional teams to ensure smooth workflows and timely execution of tasks, using various platforms for accurate documentation and progress tracking. My goal was to enhance clients' online presence, drive targeted traffic, and maximize their digital marketing success through strategic SEO practices, link building, and PPC management.

2021 MAY - 2021 SEPTEMBER

Amazing AT Home | Remote

Assistant Social Media Manager & Copywriter

A consulting agency that helps people open up FBA businesses and how to run them. I was responsible for creating graphics using Canva. Researching quality blogs for outreach and guest posting opportunities. Creating captions for SM uploads and proofreading them before scheduling and posting. Writing & proofreading blog posts. Conducting SEO keyword research, and reaching out to blogs to get featured on HARO opportunities.

Software

- | | |
|---------------------------|-------------|
| • Ahrefs | • Slack |
| • Google Search Console | • Notion |
| • Screaming Frog | • Asana |
| • Semrush | • ClickUp |
| • Google Analytics | • Basecamp |
| • Moz | • Hubspot |
| • G-Suite | • Wordpress |
| • BuzzStream | • Divi |
| • Google AdSense | • Wix |
| • Facebook Business Suite | • Drupal |