

YAMKELA SONQISHE



✉ sonqisheyamkela@gmail.com

☎ 0711564531

📍 Linbro park Sandton Boulevard Street 42

🚀 SKILLS

Content Creation

Campaign Management

Segmentation

Design Skills

Automation

Team Collaboration

Email marketing platforms

Communication skills

Social media savvy

Adaptability

🎯 OBJECTIVE

Passionate and creative marketing specialist with expertise in crafting compelling email marketing and social media campaigns. Dedicated to leveraging data driven insights to optimize audience engagement and drive conversions. Seeking an opportunity to contribute my skills and experience to a dynamic team focused on achieving marketing goals and fostering brand growth.

🎓 EDUCATION

Digital Marketing	2022
uDemy Alumni	
80%	

Google Ads	2024
Google	
82%	

💼 EXPERIENCE

Social Media Volunteer	1/03/2021 - 30/11/2022
Landsdowne Property	
As a social media Volunteer, my responsibilities encompassed managing various social media platforms, including content creation, scheduling, and posting. I engaged with our audience by responding to comments and messages, fostering a sense of community around our brand. Additionally, I monitored social media trends and analytics to optimize our strategies and improve performance. Collaborating with team members, I contributed to the development of creative campaigns and initiatives aimed at increasing brand visibility and engagement. Overall, my role involved ensuring consistent brand messaging across all channels while staying adaptable to evolving social media landscapes	

Ethical Devs

As an email marketing intern, my duties revolved around supporting the email marketing team in various tasks. This included assisting in the creation and scheduling of email campaigns, conducting market research to identify audience preferences and trends, and analysing email performance metrics to optimize campaign effectiveness. I also contributed to building and maintaining email lists, ensuring compliance with data protection regulations. Additionally, I collaborated with team members to brainstorm and develop creative content for email newsletters and promotional messages. Throughout my internship, I gained valuable hands on experience in email marketing strategies and tools, while also learning to work effectively within a professional marketing environment

**REFERENCE**

Mr S Cwala - Landsdowne Property

Social Media Manager

Scwala6@landsdowne.co.za

0617714470 /0110109868