



TATUM-LEE LOUW

SEO MANAGER

I have worked as an SEO Content Writer, Specialist, Link-builder and most recently an SEO manager. Overall, I have dabbled in ALL things SEO for over 7 years now...

EXPERIENCE

SEO MANAGER

Simbavati Lodge Collection

3 May 2024- Present

- SEO strategy Development
- Onsite & Offsite Optimization
- Keyword Research & Mapping
- Technical SEO oversight
- Analytics and Reporting

SEO SPECIALIST | CONSULTANT

African Bush Camps

16 AUG 2021- 30 April 2024

- Overall SEO strategy
- Keyword Research & Analysis
- On-page optimization
- Technical SEO (Basic to Immediate)
- Content Optimization & SEO Copywriting

LINKBUILDING SPECIALIST/OUTREACH MANAGER | CONSULTANT

AdTech Media

16 May 2020- July 2021

- Prospecting Link Opportunities
- Backlink Acquisition Tactics
- Content Collaboration
- Outreach Execution
- Monitoring and Reporting

SEO CONTENT WRITER | CONSULTANT

Amoils

1 May 2019- 1 May 2020

- Keyword-Optimized Content Creation
- Content Structure for Readability and SEO

- Content Strategy & Collaboration
- Off-page SEO & Linkbuilding
- Analytics and Reporting

- Link Building Support
- Local SEO Implementation
- Competitor & SERP Analysis

- Competitor Link Analysis
- Toxic Link Audits & Performance Tracking

- Search Intent Matching
- Creating an Internal Linking Ecosystem
- Content Refreshing & Optimization



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Cape Town, South Africa



EDUCATION & TRAINING

Bachelor of Arts Linguistics

University of the Western Cape
2015

I completed a BA LIN degree at UWC full-time, directly after Matriculating in 2012

Bachelor of Arts Linguistics Honors

University of the Western Cape
2019

Majors: Critical analysis of texts, Advanced Functional Grammar, Business & Organisational Comms, Intercultural Comms, Creative & Research Writing

Digital Marketing Certification

Google Skills Academy
2018

Advanced SEO Training Course

Udemy Academy
2018

Content Producer Certification

Digify Africa Academy
2018

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EXPERIENCE

SEO BRAND MANAGER

Discover Africa Group

30 SEP 2017- 31 April 2019

- Develop SEO Strategy Aligned with Business Goals
- Managing CMS
- Onsite & offsite SEO
- Basic HTML templating

MEDIA COORDINATOR

Fetola

10 Jan 2015-1 Sep 2017

- Creating & executing digital content strategy
- Social media management
- Content creation
- Newsletters

DIGITAL CONTENT PRODUCER | TRAINEE

Livity Africa

1 Feb 2014 - 30 Nov 2014

- Trained in pitching and creating content
- Social media management
- Research and sourcing information

ASSISTANT LIBRARIAN | VOLUNTEER

City of Cape Town

10 March 2009 - 1 Nov 2014

- Organizing books using the Dewey Decimal System
- Coordinating the holiday club
- General administration

PUBLISHED WORK ON

- Huffington Post
- Livity Africa
- Bizcommunity
- CV Global

REFERENCE LIST

Ad Tech Media & Amoils

Eugene Madondo - Manager

 074 991 6116

 madondo.eugene@gmail.com

Discover Africa Group

Rick Harrington- Marketing Manager

 072 207 1277

 rick@discoverafricagroup.com

Fetola

Amandla Mali- Project Manager

 073 060 7574

 amali@fetola.co.za

Livity Africa

Joonji Mdyogolo - Editor

 073 262 7574

 joonji@livityafrica.com

City of Cape Town

Theresa Denton- Head Librarian

 021 378 2440

 theresa.denton@capetown.gov.za

- Content Creation (blogs, guides, newsletters, emails)
- Conduct SEO Audits & Identify Opportunities
- Editing & proofing & Email Automation

- Producing all business communication & PR
- Email automation
- Blogs

- Proofing and sub-editing

Please ask me
for my proven
SEO case
studies!

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LINKEDIN RECOMMENDATIONS

“Tatum is an absolute charm to work with and has a natural manner that makes her the perfect glue in any team. I've managed Tatum for more than two and a half years, and her knowledge of the omnichannel marketing mix means that she produces content that is SEO first and leads to higher conversion rates. She's always thinking about how what she does today will impact cross-functionally and that makes her invaluable to our marketing ROI.”



RICK HARRINGTON | MARKETING MANAGER

“Tatum-Lee joined the team with the daunting task of turning the company's lackluster SEO efforts around; a task she more than achieved. Her hard work and focus resulted in massive improvements in our organic acquisition and entirely changed the way the company approached marketing targets. A great person and team member, she is a vital part of the marketing team.”



ANDREW BRIDGE | MARKETING MANAGER- AFRICAN BUSH CAMPS

“I recruited Tatum to be on my team at the beginning of the pandemic after our Jobs were affected in the company we both worked for at the time, because it was in the travel industry. She was a vital part of my team and stayed on even after I left the position. She has gone on to learn more hands-on SEO work in some of the most competitive niches (finance) testing out the latest SEO techniques, link building techniques and taking on content strategy head on. She has gone from being a good soldier under a team leader and taking directions to being able to head up strategy, linking building and content strategy as the lead SEO.”



EUGENE MADONDO | SEO & LEAD GENERATION SPECIALIST

“I loved working with Tatum at Fetola. She was not only reliable and dependable in the delivery of her project assistance, but also wholehearted, engaged and went the extra mile to research content and offer useful perspectives. Tatum also has a fabulous eye for detail and a passion for language.”



AMANDA DINAN | SUSTAINABILITY MANAGER - FETOLA

“Tatum really is an asset to anyone who's team she's in. In 2015/16, I was a Senior Content Producer and editorial mentor at Livity Africa and was always impressed with both the quality of Tatum's work and her adherence to deadlines. An asset to any employer.”



**ROFHIWA MANETA | STRATEGIC GLOBAL PARTNERSHIP
MANAGER - META**