



Social Media Manager / UX Design Upskilling



@Ceebowsky



Nomcebo Buthelezi



@Ceeboe



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Graduated from the University of Johannesburg in 2013 with a Journalism Bachelors' Degree, shortly after started working in the social media department for a digital agency called Fogg Experiential Design. In the two & a half years spent there, I went from being a Community Manager to Social Media Manager and eventually heading up the department. We created and managed Facebook & Twitter pages for Eskom as well as it's sub brands 49M & Operation Khanyisa. Additional brands included South African Tourism's Travel Indaba and Lilizela Tourism. Further digital projects included Foschini Kids, Nike & Social Media Strategies for LG. In addition to content creation & community management, I also managed and oversaw all reporting elements using tools such as Brandseye, Crimson Hexagon, Hootsuite and Social Bakers.





For the last 3 years I've been at Arc South Africa as Team Lead on one of our biggest accounts, Game Stores. As a retail brand predominantly focused on price & product push on a mass scale, it consisted of 9 Africa Facebook pages as well as an SA Facebook, Twitter & Instagram page. I oversaw all the pages and managed a team of 2 SMM's, 2 Community Managers, 1 Freelancer & an SMM based in Maputo for the Mozambique page. Additional accounts I manage & oversee include content creation, content strategies, trends research, community management & extensive reporting for Hart Pots, x3 Nestle brands - Cook with Love, Nido and Hot Chocolate as well as Courvoisier SA which we are currently running an influencer campaign with Prince Kaybee, Nadia Nakai & Yanga Chief.

Currently taking courses in UX Design in my own capacity & looking forward to growing this new skill.





Skilled In:

- Content Strategies
 - Content Planning & Creation
- Digital & Social Media Copy Writing
 - Influencer Marketing
- Paid Media - Facebook, Twitter & Instagram Ads
 - Google Adwords & Analytics
- Social Media Listening Tools: Brandseye, Crimson Hexagon; Hootsuite, Social Bakers & Nuvi - Keyword building & Optimisation, data analysis for insights & recommendations
 - Reporting - Daily, Weekly, Monthly, Quarterly, Annual & Campaign reports
 - Copy Writing
- Community Management: Crisis Management
 - Project Management
- Live Social Media Coverage - Events, Activations & Awards
 - Campaign Management & SEO
 - Upskilling for UX Design

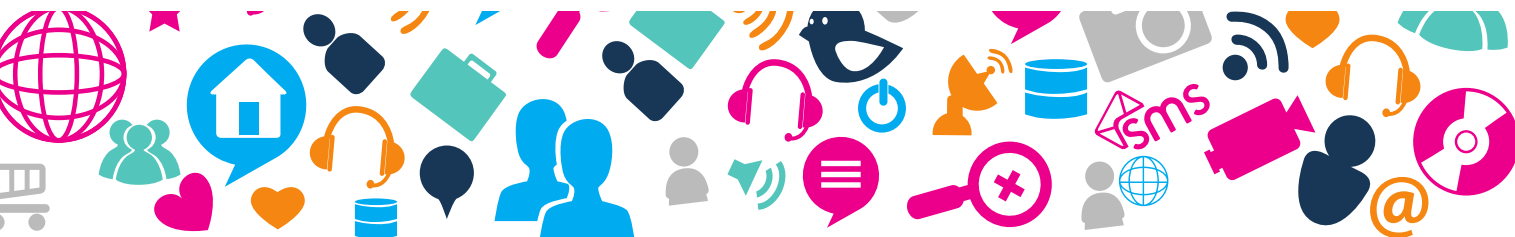




Self Upskilling:

- **Completed UX courses**

1. UX Design & User Experience Design - Theory Only
2. UX & Web Design Master Course: Strategy, Design, Development
3. User Experience Design Essentials - Adobe XD UI UX Design
4. UX Design & User Experience Design Course - Theory Only
5. The Complete App Design Course - UX, UI & Design Thinking





Professional Qualifications:

- University of Johannesburg Postgraduate with a Bachelors Degree in Journalism. Majored in English Literature and Communications.
- IAB Digital Marketing Essentials Certification.
- Hootsuite Online University
- Red & Yellow Digital Content & Copywriting Course
- Google Adwords Certification
 - Campaign Management
- Udemy Completed Courses





Work History:

July 2016 – Present

Popimedia / Arc South Africa
Lead Social Media Manager, Full Time,
Johannesburg.

April 2013 – June 2016

Fogg Experiential Design Company
Social Media Manager, Full Time, Johannesburg

March 2011- September 2012

Online English Teacher, Part time, Johannesburg.
Part-time Online English teacher from the beginning
of my second year to the end of my third year for
English First, an International Language school.





References:

Laura Brady
JHB Office Agency Lead

Candice Jenkinson
Client Service Manager
082 669 8235

Catherine Cockcroft
Senior Art Director
073 211 0474

Nick Gertsch, Creative Director Arc SA
064 687 4391

Matthew Erridge, Former Head of Social Media Arc South
Africa
072 280 2731

