

SIYANDA SITHOLE

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Objective

A versatile and results-driven professional with expertise in SEO optimization, content creation, copywriting, and digital marketing. Proficient in WordPress and skilled in research, time management, and analytical thinking. Seeking a role where creativity, attention to detail, and a passion for driving online visibility and engagement are valued.

Education

Degree - Digital Marketing

Institution - University of Johannesburg
2020-2023

Certification - Fashion Design

Institution – Rosebank College
2019 - 2020

Experience

Na-cao

Digital marketing assistant | 2021 - 2024

Assisted in the development and execution of digital marketing campaigns, including email marketing, social media advertising, and PPC campaigns.

Utilized WordPress to update website content, optimize landing pages, and manage online campaigns.

Analyzed campaign performance metrics and provided insights for continuous improvement.

Epic Clothing Brand

Fashion analysts | 2019 - 2021

Produced engaging and SEO-optimized content across various platforms, resulting in increased website traffic and user engagement.

Developed compelling copy for web pages, blog posts, email campaigns, and social media platforms.

Conducted market research and competitor analysis to inform content strategy and identify trends.

NB: References available upon request

Skills

Digital Marketing

Content Creation

Copywriter

Analysts

Creativity

Research Proficiency

Attention to detail

Innovative

Certification

Fashion Analytic Certification

Content Marketing Certification

Digital Marketing Certification