

Nastassja Geldenhuys

Senior Marketing Manager

I am a qualified Digital Marketing Manager with over 8 years of experience. My main focus is strategy, project management and aligning all digital marketing within a business. I pride myself on my work ethic, time management, teamwork, and attention to detail.



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Skills and Experience

Technical skills & Software tools

- Meta
- Instagram
- LinkedIn
- YouTube
- Pinterest
- Mailchimp
- HubSpot
- Shopify
- ChatGPT

Professional skills

- Digital Marketing Strategy & Execution
- Social Media Strategy & Execution
- Email Marketing Strategy & Execution
- SEO Strategy & Optimisation
- Paid Media Strategy & Execution
- Copywriting
- Brand Strategy & Brand Development
- Influencer Management
- Public Relations & Communications
- Leads & Data Management
- Website Updates, Copy and Content

Industry Experience

- Advertising & Marketing
- Business Management & Consulting
- Coaching
- Charities & Social Services
- Education
- Entertainment & Event Management
- Family & Parenting
- Fashion & Beauty
- FMCG, Retail & Consumer Goods
- Healthcare, Medical, Health & Wellness
- PR & Communications

Work Experience

Mar 2022 - Current

Senior Marketing Manager

Outsourcery

- Digital Marketing
- Project management
- Social media management

Jan 2020 - Jan 2021

Marketing Manager

Penryn NPC

- Responsible for the development and execution of brand and marketing strategy.
- Coordinate with stakeholders to roll out marketing campaigns.
- Content creation, proofreading, and design elements.
- Accountable for the brand and marketing budget.
- Manage a team of four, aligning the design, events, and online exposure.

Jan 2016 - Jan 2021

International Marketing Manager

32Gi Sports Nutrition

- Coordinate with local and international markets to conceptualise and execute global, regional, and local marketing campaigns.
- Ensure that marketing programs are executed within an approved budget.
- Manage and oversee all in-store promotions, activations, and events.
- Deal directly with suppliers regarding the material, quantities, and sample approval, and oversee all packaging design and material.

Education & Certifications



Google Ads and Analytics Certification

Google



Certificate in Digital Marketing

Udemy



Degree in Marketing and Communications

UNISA

YES, I WANT TO PROCEED WITH THIS CANDIDATE

NO, PLEASE SHARE MORE PROFILES

