

Kendall Harbour

Marketing Manager

"Do what you can with what you have" is a mantra I live by. I have learned great patience, persistence, and willpower by getting through tough times using the resources and skills I had at that moment. Achieving anything in life is built on your perspective of that goal or situation and your openness to allowing change and growth to achieve your goals.



DOWNLOAD PDF

PERSONAL PORTFOLIO

Skills and Experience

Technical skills & Software tools

- Meta
- Instagram, YouTube & Pinterest
- LinkedIn
- WordPress & Wix
- ChatGPT
- Basecamp

Professional skills

- Social Media Strategy & Execution
- Paid Media Strategy & Advertising
- Digital Marketing Strategy
- Brand Strategy
- Community Management
- Email List Segmentation
- Email Design & Copywriting
- Content Creation: Copy & Images
- Blog Writing
- Editing & Proofreading
- Google Analytics
- Data Reporting
- Market Research
- Lead Generation Strategies
- Website Updates, Copy and Content

Industry Experience

- Advertising & Marketing
- Agriculture & Environmental Services
- Architecture & Construction
- Art & Design
- Charities & Social Services
- Education
- Electronics & Technology
- Entertainment & Event Management
- Family & Parenting
- Gems & Jewellery
- Healthcare, Medical, Health & Wellness
- Hospitality
- Pet & Animals
- Property
- Trade - Export / Import
- Transportation
- Travel & Tourism

Work Experience

Sep 2020 - Current

Marketing Manager

Outsourcery

- Account manager.
- Profile creations.
- Strategy development.
- Brand guidelines creation.
- Social Media Marketing: Facebook, Instagram, Pinterest, X (Twitter), LinkedIn, Google My Business.
- Content creation (graphic design & copywriting).
- Online Reputation Management (ORM)
- Hashtag and Keyword research and implementation.

Jan 2024 - Current

Counsellor

Kendall Harbour Counselling

- Providing affordable counselling for individuals who need support.
- Specialised counselling to, but not limited to, the LGBTQIA+ community.
- Specialised counselling for trauma, crises, relationships, stress management, loss and grief, personal development and adolescent struggles.

Aug 2023 - Current

Social Media Marketing Manager

Lifeguards Growth Solutions

- Profile creation.
- Strategy development.
- Social Media Marketing: Facebook, Instagram, LinkedIn.
- Content creation (graphic design & copywriting).
- ORM.
- Paid ads.

May 2022 - May 2023

Social Media Marketing & Event Operations Manager

Choral Celebration Network Foundation

- Managed social media platforms: Facebook, LinkedIn, Instagram, and YouTube.
- Content creation (graphic design & copywriting).
- ORM.
- Hashtag and Keyword research and implementation.
- Strategy development.
- Content quality control.
- Communication liaison between the company and clients.
- Proofread and approve all documents / content that go out.
- On-the-ground marketing.
- Email marketing and logistics.
- Front of house manager.
- Event operations: capturing data, communications, logistics, staff hiring, staff director, creating events online for ticket sales, and reports.
- Client feedback communications.
- Coordination of crew and event attendees.
- Creating internal processes and procedures to streamline operations and ensure a single platform for access to communications.

Nov 2019 - Aug 2022

Social Media Marketing Manager

Shipwreck Vapes

- Managing social media platforms: Facebook & Instagram.
- Proofreading of emails and documents.
- Content writer.
- Creating social media content.
- Running campaigns.
- Monitoring and responding to social media comments, questions, and posts daily.
- Generating social media reports every third month.
- Constructing branding needs and designs.

Sep 2016 - Sep 2021

Social Media Marketing Manager & Events Operations

TIXSA (PTY) Ltd

- Managing TIXSA's social media platforms: Facebook, Twitter, Instagram, YouTube.
- Updating the TIXSA website daily: featured events, new event articles, industry and TIXSA news.
- Proofreading of emails and documents.
- Copywriting for clients who need assistance.
- Lead generation.
- ORM.
- Hashtag and Keyword research and implementation.
- Generating social media reports every third month.
- Event management.

Jan 2015 - Dec 2020

Online English Tutor

University of South Africa

- Deliver tutorials to groups of 200 students.
- Facilitate the students' construction and building of knowledge.
- Assess students' work and give substantive formative feedback on each student's work where applicable.
- Facilitate the testing of students' constructed knowledge.
- Monitor student participation in online activities.
- Monitor and report on the students' progress.
- Initiate and monitor discussions on forums and chat rooms.
- Complete and submit periodic reports as per requirements of the Academic Department.

Education & Certifications

Bachelor of Education

University of Pretoria

Social Media Marketing & ORM Diploma

Shaw Academy

Counselling Psychology Certificate

UNISA

Digital Marketing & SEO Professional Diploma

Shaw Academy

YES, I WANT TO PROCEED WITH THIS CANDIDATE

NO, PLEASE SHARE MORE PROFILES

