

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.



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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