

# 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.
- Manages social media content (Pinterest, Facebook, Instagram, LinkedIn) for clients across industries, including an architecture company. Created blogs, graphics, and content planners to promote architectural projects.

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

