

Kirsten Jenkins

Marketing Manager

I'm a Social Media Marketing Manager and influencer relations specialist passionate about creating authentic and reliable content to turn your brand's audience into loyal paying customers. With five years of experience in digital marketing as a social media manager and digital content creator, I have gained a wealth of knowledge to fit a brand's unique aesthetic while aligning with current marketing trends to convert views into sales.



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Skills and Experience

Technical skills & Software tools

- Meta
- Instagram & TikTok
- Pinterest
- LinkedIn
- ChatGPT

Professional skills

- Social Media Strategy & Execution
- Community Management
- Influencer Management
- Campaign Budget Management
- Analytics & Reporting
- Market Research
- Content Creation: Copy
- Content Creation: Images & Video
- Content Marketing Strategy
- Influencer Marketing Strategy

Industry Experience

- Agriculture & Environmental Services
- Architecture & Construction
- Charities & Social Services
- Entertainment & Event Management
- Family & Parenting
- Fashion & Beauty
- Finance
- Healthcare, Medical, Health & Wellness
- Property

Work Experience

Sep 2021 - Current

Marketing Manager

Outsourcery

- Content creation.
- Short-form video (filming + editing).
- Influencer relations.
- Social Media Management.
- Community building.
- Project Management.

Jan 2018 - Current

Social Media Manager and Influencer

Freelancing

- Photography and photo editing.
- Videography and video editing.
- Social media strategy.
- Community management.
- Public relations management.
- The Catalyst Education Programme: I coordinated a boosted sign-up campaign that reached over 60 000 people with an estimated overall engagement rate of 1.7%. This generated an increase in web traffic and sign-ups for a second programme location.
- Featured in Glamour SA magazine to discuss the content creator space and influencer marketing.

Education & Certifications



Diploma in Makeup Artistry

New Skills Academy

