

# Leani Sanders

Marketing Manager

I am a divergent thinker and curious by heart. I have taught myself how to build websites and have a communication and design degree. With this experience, I have streamlined my digital marketing efforts. My days are always different, and chasing sunsets is my go-to.



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## Skills and Experience

Technical skills & Software tools	Professional skills	Industry Experience
<ul style="list-style-type: none"> <li>→ Meta</li> <li>→ Instagram</li> <li>→ X (Twitter)</li> <li>→ LinkedIn</li> <li>→ TikTok &amp; YouTube</li> <li>→ Pinterest</li> <li>→ SnapChat</li> <li>→ Mailchimp</li> <li>→ Hubspot</li> <li>→ Shopify, WooCommerce &amp; Magento</li> <li>→ WordPress, Squarespace &amp; Wix</li> <li>→ Amazon &amp; Etsy</li> <li>→ ChatGPT, Fathom &amp; Read AI</li> </ul>	<ul style="list-style-type: none"> <li>→ Social Media Strategy &amp; Execution</li> <li>→ Digital Marketing Strategy &amp; Execution</li> <li>→ Brand Strategy</li> <li>→ SEO Strategy</li> <li>→ Paid Media Strategy</li> <li>→ Content Creation: Videos &amp; Copy</li> <li>→ Community Management</li> <li>→ Influencer Management</li> <li>→ Social Media Analytics &amp; Reporting</li> <li>→ Ad Copy &amp; Design</li> <li>→ Keyword Research &amp; Analysis</li> <li>→ YouTube Optimisation</li> <li>→ Email Design &amp; Copywriting</li> <li>→ Market Research</li> <li>→ Competitor &amp; Industry Analysis</li> </ul>	<ul style="list-style-type: none"> <li>→ Advertising &amp; Marketing</li> <li>→ Agriculture &amp; Environmental Services</li> <li>→ Art &amp; Design</li> <li>→ Business Management &amp; Consulting</li> <li>→ Coaching</li> <li>→ Charities &amp; Social Services</li> <li>→ Customer Service</li> <li>→ Eudcation, Family &amp; Parenting</li> <li>→ Entertainment &amp; Event Management</li> <li>→ Fashion &amp; Beauty</li> <li>→ Finance</li> <li>→ FMCG, Retail &amp; Consumer Goods</li> <li>→ Gems &amp; Jewellery</li> <li>→ Healthcare, Medical, Health &amp; Wellness</li> <li>→ Hospitality</li> <li>→ Pet &amp; Animals</li> <li>→ PR &amp; Communications</li> <li>→ Sales</li> </ul>

## Work Experience

Oct 2020 - Current	<p><b>Marketing Manager</b> Outsourcery</p> <ul style="list-style-type: none"> <li>→ Social media content creation.</li> <li>→ Scheduling and posting social media content.</li> <li>→ Community management.</li> </ul>
Jan 2019 - Mar 2021	<p><b>Marketing Manager</b> Veterinary House</p> <ul style="list-style-type: none"> <li>→ All marketing duties.</li> <li>→ Revamped the website.</li> <li>→ Promotional item design (Flyers, content, etc).</li> </ul>
Mar 2012 - Jan 2019	<p><b>Designer</b> Hello Marketing</p> <ul style="list-style-type: none"> <li>→ Designed websites.</li> <li>→ Content creation.</li> <li>→ Branding.</li> </ul>

## Education & Certifications

<p><b>Degree in Creative Communication</b> Vega</p>	<p><b>Higher Certificate in Creative Development</b> Vega</p>
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YES, I WANT TO PROCEED WITH THIS CANDIDATE

NO, PLEASE SHARE MORE PROFILES

