

# 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

- Meta
- Instagram
- X (Twitter)
- LinkedIn
- TikTok & YouTube
- Pinterest
- SnapChat
- Mailchimp
- Hubspot
- Shopify, WooCommerce & Magento
- WordPress, Squarespace & Wix
- Amazon & Etsy
- ChatGPT, Fathom & Read AI

### Professional skills

- Social Media Strategy & Execution
- Digital Marketing Strategy & Execution
- Brand Strategy
- SEO Strategy
- Paid Media Strategy
- Content Creation: Videos & Copy
- Community Management
- Influencer Management
- Social Media Analytics & Reporting
- Ad Copy & Design
- Keyword Research & Analysis
- YouTube Optimisation
- Email Design & Copywriting
- Market Research
- Competitor & Industry Analysis

### Industry Experience

- Advertising & Marketing
- Agriculture & Environmental Services
- Art & Design
- Business Management & Consulting
- Coaching
- Charities & Social Services
- Customer Service
- Eudcation, Family & Parenting
- Entertainment & Event Management
- Fashion & Beauty
- Finance
- FMCG, Retail & Consumer Goods
- Gems & Jewellery
- Healthcare, Medical, Health & Wellness
- Hospitality
- Pet & Animals
- PR & Communications
- Sales

## Work Experience

Oct 2020 - Current

### Marketing Manager

Outsourcery

- Social media content creation.
- Scheduling and posting social media content.
- Community management.

Jan 2019 - Mar 2021

### Marketing Manager

Veterinary House

- All marketing duties.
- Revamped the website.
- Promotional item design (flyers, content, etc).

Mar 2012 - Jan 2019

### Designer

Hello Marketing

- Designed websites.
- Content creation.
- Branding.

## Education & Certifications



Degree in Creative Communication

Vega



Higher Certificate in Creative Development

Vega

