

Sian Passanah

Senior Marketing Manager

I am an enthusiastic, vibrant digital marketing specialist, passionate about helping brands establish their footprint and presence in the digital space. I have over 10 years of experience in marketing, working within various industries, and I have extensive experience (and a particular love) in content creation and strategy. I love to work with my clients by plotting out their marketing goals and paying close attention to executing all strategies to the highest quality.



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Skills and Experience

Technical skills & Software tools

- ➔ Meta & Instagram
- ➔ TikTok, X (Twitter) & YouTube
- ➔ LinkedIn
- ➔ HubSpot
- ➔ WordPress & WooCommerce
- ➔ ChatGPT & Blaze

Professional skills

- ➔ Digital Marketing Strategy & Execution
- ➔ Social Media Strategy & Execution
- ➔ Email Marketing Strategy & Execution
- ➔ Content Marketing Strategy
- ➔ eCommerce Strategy
- ➔ Website Updates, Copy and Content
- ➔ Brand Strategy & Development
- ➔ Marketing Automation
- ➔ Community Management
- ➔ Lead Nurturing Campaigns
- ➔ Lead Generation Strategies & Funnels
- ➔ SEO Copywriting
- ➔ Market Research
- ➔ Competitor & Industry Analysis
- ➔ Public Relations & Communications

Industry Experience

- ➔ Advertising & Marketing
- ➔ Business Management & Consulting
- ➔ Coaching
- ➔ Charities & Social Services
- ➔ Customer Service
- ➔ Education
- ➔ Electronics & Technology
- ➔ Entertainment & Event Management
- ➔ Fashion & Beauty
- ➔ Finance
- ➔ FMCG, Retail & Consumer Goods
- ➔ Healthcare, Medical, Health & Wellness
- ➔ Hospitality
- ➔ Industrial & Manufacturing
- ➔ Leisure & Recreation
- ➔ Property
- ➔ Transportation
- ➔ Travel & Tourism

Work Experience

Nov 2022 - Current

Senior Marketing Manager

Outsourcery

- ➔ Management of the internal pod team.
- ➔ Project management.
- ➔ Client liaison.
- ➔ Content creation.
- ➔ Digital marketing strategy.
- ➔ Social media management.

Jan 2018 - Nov 2020

Lead Social Media Manager and Copywriter

Precision

- ➔ Responsible for all copywriting tasks (print and digital) and proofreading and editing for all clients within the agency. This includes all forms of copy; scripts, advertisements, emails, websites, brochures, catalogues, flyers, contracts, banners, blogs, advertorials, editorials, professional documents, etc.
- ➔ Responsible for all social media for all clients within the agency. This includes script writing, scheduling, and general social media platform management.

Mar 2017 - Nov 2022

Marketing Manager, Copywriter, and Social Media Manager

DR Holdings

- ➔ Overseeing the marketing teams and all marketing functions within.
- ➔ Responsible for all marketing tasks for all brands within the Group, which includes coordination, administration, strategising, handling all meetings, writing, design work, implementing campaigns, planning and running events (internal and external), etc.
- ➔ Responsible for all copywriting tasks (print and digital), as well as proofreading and editing for all brands within the Group. This includes all forms of copy; scripts, advertisements, emails, websites, brochures, catalogues, flyers, contracts, banners, blogs, advertorials, editorials, professional documents, SEO, etc.
- ➔ Responsible for all social media management for all brands within the Group. This includes script writing, scheduling, responding to queries, and general social media platform management.
- ➔ Strategy, design work, and implementing campaigns.
- ➔ Planning and running events.
- ➔ Social media management.

Jan 2012 - Mar 2017

Copywriter and Account Manager, Marketing Manager

Badger Holdings

- ➔ Head up the Internal Marketing division for the Badger Gauteng-based offices. I was responsible for handling all internal marketing needs and requirements for Badger and the different companies/brands based in Gauteng, from internal events, conferences and initiatives, to communication, social media, promotional gifting, etc. Communication responsibilities extend to the whole Badger Group and all offices.
- ➔ Champion the Badger Culture within our Gauteng offices required me to work closely with Directors, Executives and staff to uplift the culture and ensure all employees are satisfied at Badger and within their positions. This includes hosting continuous competitions, drives, initiatives, fun days, functions, content, newsletters, wellness events, etc.
- ➔ Launched the Badger Net – an intranet for the Badger Group. Responsible for all content on the Badger Net and for maintaining and updating the site.
- ➔ Heavily involved in the initial launch of dotsure.co.za.
- ➔ Responsible for heading up the internal Marketing division for the Badger Gauteng-based offices.
- ➔ Copywriter and editor for all 15 different brands within the Badger Group.
- ➔ Marketing Representative/Account Executive for specific brands.
- ➔ Involved in general marketing initiatives, projects, and campaigns.
- ➔ Hosting competitions, drives, initiatives, functions, and events.

Education & Certifications



Post Graduate Degree in Education

University of South Africa



Degree in Languages Specialising in Journalism

University of Pretoria

Client Reviews

Dan Barber

Sian (& the team) have done such an amazing job! She has build our marketing from the ground up.

