

Zikhona Jack

Marketing Manager

Dynamic and versatile Marketing Specialist with skills in communications, social media management, content management, and digital marketing. I am committed to delivering high-quality work and have always devoted my skills and creativity to achieving company objectives. My optimistic outlook and strong work ethic make me a valuable resource to any organization. I am confident that my abilities will positively impact your organization and contribute to its ongoing success and expansion.



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Skills and Experience

Technical skills & Software tools

- Meta & Instagram
- X (Twitter) & SnapChat
- LinkedIn
- TikTok & Pinterest
- Mailchimp
- WordPress
- ChatGPT, CoPilot, CopyAI

Professional skills

- Social Media Strategy & Execution
- Digital Marketing Strategy & Execution
- Content Marketing Strategy
- Email Marketing Strategy
- Brand Strategy
- Website Content & Updates
- Analytics & Reporting
- Competitor & Industry Analysis
- Email Design & Copywriting
- Blogwriting
- Editing & Proofreading
- Public Relations & Communication

Industry Experience

- Administration & Support Services
- Advertising & Marketing
- Biotech & Life Sciences
- Electronics & Technology
- Entertainment & Event Management
- Healthcare, Medical, Health & Wellness

Work Experience

Feb 2025 - Current

Marketing Manager

Outsourcery

- Social Media Marketing strategies & campaigns.
- Community Management.
- Creation of marketing plans, strategies, and visual and copy content.

Jan 2024 - Jul 2024

Digital Marketing Executive

Global Manufacturing Strategies

- Coordinated with the content team to produce high-quality content aligning with marketing goals.
- Executed email marketing campaigns, achieving a 25% open rate and a 10% click-through rate.
- Updated and optimised landing pages to enhance user experience and conversion rates.
- Managed content across various platforms, ensuring consistency and engagement.
- Created and scheduled social media posts to maintain a strong online presence.
- Designed graphics using Canva and Adobe Illustrator to support marketing campaigns

Mar 2022 - Dec 2023

Marketing Coordinator

NSF International

- Collaborated with the Marketing Manager, Project Managers, and Graphic Designers to identify trends and optimised marketing spend.
- Assisted in developing marketing strategies and promotional activities.
- Led email marketing campaigns to generate leads.
- Developed content strategies and curated monthly content plans.
- Produced and recorded webinars and monthly newsletters.
- Created monthly reports using advanced social media tools to monitor growth.

Sep 2020 - Sep 2021

Digital Community Manager

Sekunjalo Group

- Coordinated the design of promotional materials for online and offline distribution.
- Developed social media strategies for Facebook, Twitter (now X), LinkedIn, and Instagram.
- Engaged with customers through social media, responding to queries and comments.
- Produced monthly social media reports and audits.


Sep 2019 - Sep 2020

Communications and Branding Assistant

South African Heritage Resources Agency SAHRA


- Supported the Marketing Manager in creating marketing strategies and promotional activities.
- Assisted in content creation for various marketing channels.
- Managed social media accounts, increasing engagement by 40%.

Education & Certifications



Diploma in Public Relations

Damelin College



Certification in Search Engine Optimisation (SEO)

University of Cape Town

