

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	Professional skills	Industry Experience
<ul style="list-style-type: none"> Meta & Instagram X (Twitter) & SnapChat LinkedIn TikTok & Pinterest Mailchimp WordPress ChatGPT, CoPilot, CopyAI 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Administration & Support Services Advertising & Marketing Biotech & Life Sciences Electronics & Technology Entertainment & Event Management Healthcare, Medical, Health & Wellness

Work Experience

Feb 2025 - Current	<p>Marketing Manager Outsourcery</p> <ul style="list-style-type: none"> Social Media Marketing strategies & campaigns. Community Management. Creation of marketing plans, strategies, and visual and copy content.
Jan 2024 - Jul 2024	<p>Digital Marketing Executive Global Manufacturing Strategies</p> <ul style="list-style-type: none"> 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	<p>Marketing Coordinator NSF International</p> <ul style="list-style-type: none"> 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	<p>Digital Community Manager Sekunjalo Group</p> <ul style="list-style-type: none"> 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	<p>Communications and Branding Assistant South African Heritage Resources Agency SAHRA</p> <ul style="list-style-type: none"> 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

<p>Diploma in Public Relations Damelin College</p>	<p>Certification in Search Engine Optimisation (SEO) University of Cape Town</p>
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YES, I WANT TO PROCEED WITH THIS CANDIDATE

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