





## BRONWYN JANSE

### Social Media Manager

 078 181 6676

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## PROFILE

I am a highly motivated and organized individual with a passion for, and deep familiarity with, social media platforms and processes.

As a creative person, with a great eye for visuals, I have the ability to channel company and client voice through interesting and engaging captions and comments. I am a strong communicator and can quickly respond appropriately to social media community questions and issues.

One of my strengths is that I pay attention to detail and am constantly considering how each piece of content works for a particular platform. I've got my finger constantly on the pulse of technology, creative and design feeds and can translate that knowledge into valuable partnerships, new social content types, and effective strategies for increasing engagement.

## SKILLS

- Social Media Brand Management
- Social Media Campaign Strategy Development
- Reporting and Analytics using Social Bakers
- Community Engagement and Management through Keyword Searching
- Research and Data Extrapolation [Social Media Analytics]
- Social Media Advertising [Facebook, Instagram & Twitter]
- Influencer Identification / Brand Pairing
- Digital Marketing

## TOOLS

Sprout Social	Hootsuite
Simply Measured	Google Analytics
Social Bakers	bit.ly
IFTTT (If This, Then That)	Wordpress
TweetDeck	Drupal

## SOCIAL MEDIA PLATFORMS

Facebook ●●●●●	LinkedIn ●●●●○	Soundcloud ●●●●○
Twitter ●●●●●	Pinterest ●●○○○	Tumblr ●●●○○
Instagram ●●●●●	Snapchat ●●●○○	Google+ ●●●●●
YouTube ●●●○○		

## EDUCATION

**National Diploma | PROJECT MANAGEMENT (2010 – 2012)**  
Cape Peninsula University of Technology

**Bachelor's Degree | MANAGEMENT (2013)**  
Cape Peninsula University of Technology

## ACHEIVEMENTS + VOLUNTEER

- City of Cape Town High School Programme graduate (2009)
- City of Cape Town High School Programme Graduate Volunteer/Alumni (2007 – Present)
- ASSET Bursary Programme Alumnus (2013- Present)
- TEDx Cape Town Volunteer (2015, 2016)

## REFERENCES

**Kirby Venlet**  
Account Manager  
Kirby@csa.global  
082 529 7723

**Ronelle Swaartbooi**  
TEDx Cape Town  
ronelltechpr@gmail.com  
082 460 9368



## EXPERIENCE

### SOCIAL MEDIA COMMUNITY MANAGER | August 2015 - Present

#### Celebrity Services Africa | De Waterkant

- Monitor discussions on assigned social networks & forums to stay abreast of the current trending topics.
- Identify new social trends and incorporate them into broad company and client strategy as appropriate.
- Generate daily and weekly feedback reports on the top issues, concerns and feedback from the community, including recommended courses of action, create written content, screenshots and other content as needed.
- Assist in execution of occasional campaign execution (such as Twitter search/response campaigns, Instagram Hashtag tracking & monetisation).
- Daily manage social media channels, including engaging fans, answering questions, and complete customer service.
- Work closely with the larger PR & Account managers, content manager and design team to execute a steady stream of relevant and fresh content tailored to each platform.
- Assist with influencer programming and PR initiatives including seeding, special events and reporting.
- Assist in the development of all reporting presentations, collect data and download insights to assist the content team with trendy & relevant content.
- Define all supporting programming assets needed to ensure best-in-class engagement (ie, photos, videos, links, etc). Work with content, creative and trafficking to gather all assets.
- Assist in crisis communications planning and execution related to public relation.
- Manage response approach, in alignment with strategy defined by social media team.
- Experience using social media monitoring/analytics tools and translating the data into actionable changes to drive social performance. i.e Social Bakers



#### Brands / Clients

*Johnnie Walker Nigeria, Ciroc Nigeria, L'ormarins  
Queens Plate, World Class South Africa, Celebrity  
Services Africa, Greg Wallace Leadership coach.*



#### Markets

*South Africa, Nigeria, Angola, Zambia,  
Uganda, Los Angeles*

### DIGITAL CONTENT PRODUCER | March 2015 – July 2015

#### Digital Fire

- Content Creation for Digital Fire Company Blog.
- Social Media Manager for Digital Fire Twitter, Facebook.
- Other social media managing/content creation: Jekyll & Hide and Calora Baby.
- Creating content plans in line with a brand's social media strategy and tone.
- Ensuring content is posted timeously across social media platforms.
- Responding to and addressing the community's queries and complaints efficiently, professionally and timeously.
- Live tweeting from events such as the Philips Cape2Cairo launch.
- Copy writing for brands such as Philips South Africa, Philips Home Appliances, Philips Men, and Philips Beauty.

### JUNIOR MARKETER / SOCIAL MEDIA & CONTENT CREATOR | Dec 2013 – February 2015

#### Holdfast Manufactured Products

- Holdfast content and community engagement Social Media platforms
- Content creator and manager for Holdfast blog using WordPress
- Office administration on behalf on marketing team and general management.
- Liaising with suppliers and sourcing quotations for Holdfast collateral for expos.