

STEPHANIE DE SOUSA

DIGITAL CONTENT MANAGER | SOCIAL MEDIA MANAGER
| VIRTUAL ASSISTANT | FREELANCER

DETAILS

EMAIL

stephiesousa@gmail.com

TIMEZONE

GMT+2 / UTC+2

LANGUAGE

English

LINKS

[LinkedIn](#)

[Portfolio](#)

EDUCATION

Bachelor of Commerce in Marketing Management

University of Johannesburg
Feb 2015 – Nov 2017

Bachelor of Commerce Honours in Marketing Management

University of Johannesburg
Feb 2018 – Nov 2018

COURSES

Basics of Web Development & Coding Specialization

University of Michigan

Google Ads Fundamentals

Academy of Ads

Level 5 OFQUAL – TEFL/TESL/ESL Language Instructor

The TEFL Academy

PROFILE

Innovative and motivated Digital Content Manager with vast experience managing the online presence of companies and brands.

I have a wealth of experience working for marketing agencies as well as individual clients who own small businesses to enhance their online presence. My primary focus has been on coordinating, managing and analysing social media accounts and content (on Instagram, Facebook, LinkedIn etc.), developing Wix websites, providing virtual assistance, and running digital marketing campaigns for clients that result in higher visitor traffic patterns and greater success.

EMPLOYMENT HISTORY

Digital Marketing Executive | Digital Dialog

Jun 2019 – PRESENT (Part-time)

- Execute digital campaigns across programmatic display, search, native, and email to increase website traffic and conversions exceeding client goals.
- Track effectiveness by analysing campaign performance in content management systems and Google Analytics. Refine results within a week.
- Co-created a WordPress website for a new brand. Increased brand awareness through the management of social media channels, boosting social media engagement.

Digital Content Manager | Originblu Communications

Jun 2021 – May 2023

- Developing digital strategies to increase the online presence of companies and brands.
- Social media management and content creation for Instagram, Facebook, LinkedIn, YouTube, and more.
- Community management (replying to comments, DMs, and other inquiries).
- Creating a content calendar and planning potential posts weeks in advance according to content provided, national holidays, etc.
- Reporting on the growth of the social channels according to insights and analytics.

Marketing and Communications Intern | Arcus FM

Apr 2019 – Jun 2019

- Composed, edited, and proofread written documents (articles, brochures, invites), and submitted them to the weekly company newsletter.
- Prepared a social media content calendar for LinkedIn and Twitter pages.
- Performed thorough research for upcoming company events and external publications.

Marketing Intern | HelloYes Communications

June 2017

- Idea generation and research for new and existing marketing campaigns.
- Community management and social media content reviews.

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SKILLS

- Social Media Management
- Digital Marketing
- Virtual Assistance
- Community Management
- Organised & Collaborative
- Adaptable to Changing Environments
- Reliable & Punctual
- Tech Savvy

TOOLS

- Canva
- Facebook Business Manager
- Later, Hootsuite, Buffer
- Adobe Suite
- ClickUp, Asana, AgoraPulse
- WordPress
- Wix
- Chat GPT
- Facebook Ads Manager
- Google AdWords
- Google Analytics
- Google Workspace

FREELANCE WORK

SERVICES OFFERED:

Social Media Management, Website Design (Wix), Google Ads, Virtual Assistance, Content Creation (Canva), Online Ad Campaign Management, Admin Support

SELECTED CLIENTS & PROJECTS:

- **Aye Media Marketing** (Jan 2025 – Present)
Social media content planning, creation & scheduling for multiple clients
- **Ryse Energy / Bladon Micro Turbine** (Apr 2024 – Present)
Social media content strategy and creation, event design support, OneDrive management
- **TDE Generators** (Sep 2024 – Present)
Website design (Wix), Google My Business setup, and Google Ads management
- **Primeira Vista** (May 2024 – Present)
Social media setup, content creation & scheduling
- **Gwyn Wansbrough** (Jan 2024 – Present)
Virtual Assistant: Newsletter uploads, course admin, Canva content design
- **Harvest Moon Marketing** (Feb 2024 – Oct 2024)
Social content creation (Canva), account setup & management
- **Just Juniper Media** (Jun 2023 – Oct 2023)
Facebook ads, daily admin, social media visuals (image & video)
- **Blaze.co** (Nov 2023 – Jun 2024)
VA for a web designer: blog refinement, Canva graphics, Ebooks, admin
- **J Kolb** (Oct 2023 – Jan 2024)
Virtual Assistant: data entry, image generation (Midjourney), social/blog support
- **Mango Bubbles Learning** (Mar 2020 – Nov 2022)
Wix website design, social media and web content management

Additional Clients:

Sales & Marketing Engineers, Hannah Bohmer Coaching, PFL, Plumbers Irrigation Warehouse