

SARAH WANGARI

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Digital marketer specializing in content creation and email marketing. Expertise in creating content marketing strategies for small and medium sized businesses as well as developing social media and email marketing campaigns.

EXPERIENCE

AUGUST 2019 – JUNE 2020

CONTENT WRITER, PETRA GEMS, <https://www.petragems.com/>

- 1. Coming up with blog titles based on keyword research from Google trends, Ahrefs, and Google Keyword planner.**
- 2. Ensuring written content aligns with on-page SEO best practices such that the target keywords are in the title of the page, URL, and meta description.**
- 3. Copyediting all written materials for the website to ensure the content is grammatically correct, accurate, and information up-to-date.**
- 4. Monitoring the success of the website using Google analytics and setting up Google Tag Manager to keep track of goals, conversions and sales.**
- 5. Schedule posts on social media platforms using HootSuite, Buffer, TailWind, and Sprout Social.**
- 6. Creating an email marketing strategy that includes a weekly newsletter, promotional email sequences, and lead generation templates.**

JUNE 2020 – PRESENT

DIGITAL MARKETER, YOUR NEXT HOME, <https://www.yournexthome.com.au/blog>

- 1) Research real- estate market in Australia particularly Richmond, Victoria and prepare SEO reports on key content areas to address.**
- 2) Set up a Facebook campaign targeting home owners interested in renovating and another campaign for commercial developers in the office space field.**
- 3) Develop a content marketing strategy for social media and expand content on the blog. Research and identify keywords to optimize as well as write effective page titles, headings, page descriptions and make improvements on copy.**
- 4) Work with the digital team to integrate SEO improvements into the writing process for all online content in order to improve organic search performance.**

5) Analyse and resolve SEO issues on the website. Integrate SEO improvements with marketing campaigns and strategies. Track monitor and report website SEO performance on a regular basis.

SKILLS

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| <ul style="list-style-type: none">● Content writer● Digital marketer● Social media marketer● Copywriter● Email marketing● On-page SEO | <ul style="list-style-type: none">● Content marketing strategist (Hubspot Certified)● Email marketing (Hubspot)● Social media marketing (Coursera Specialization)● Google Search Ads (Google Certified) |
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ACTIVITIES

I write guest posts on how cancer changed my life on

https://elephantsandtea.com/caregivers/cancers-butterfly-effect/?utm_source=facebook&utm_medium=social&utm_campaign=Caregivers-4&utm_content=blog

I also manage social media accounts for LMKWYT

<https://lmkwyt.org/community> <https://www.facebook.com/LmkwytProductions>

https://www.youtube.com/channel/UC2ffIVhkORHS_HY7qMxABHg