

CARLA DE ARAUJO

CONTENT
STRATEGIST
PR MAVEN
SOCIAL MEDIA
LOVER



Age: 30

Three words to describe me:
passionate, hardworking and fun

I have a BA degree in Corporate Communications and my Honours degree in Industrial Sociology.

I love what I do and have been lucky enough to work on a number of amazing brands. I love that each brand and business has a story to tell and that through content creation, PR and social media I can help bring that story to life.



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2018 - 2019 GGI Communications

Senior Account Manager

I worked at GGI for just under a year. Over this time I managed a number of clients that included Saint-Gobain Africa, Saint-Gobain Gyproc, Saint-Gobain Weber, Amazon Prime Video, Advanced Health Day Clinics, the Radisson Blu Sandton and the Oxford Healthcare Retreat to name a few.

I was responsible for all content strategies, content creation in terms of media releases, thought leadership pieces, media liaison, campaign proposals, presentations, communication strategies etc.

During this time I also ran the social media accounts for Debtsource, Makole, Saint-Gobain Gyproc, Advanced Health and Oxford Healthcare Retreat. My responsibilities included content creation, image design, paid media strategy and implementation, reporting and well as community management.

REFERENCE: Jennifer Stein | 083 676 5628

2014 - 2018 Sabio Communications

Senior Account Manager

I worked at Sabio Communications for three years. During this time, I had the opportunity to work on and manage a number of wonderful brands within the FMCG industry. These brands included McCain South Africa, Huggies, Kotex, Appletiser, Albany, Wimpy and Mrs Ball's to name a few.

My responsibilities included developing communication strategies and presentations, budgets and the implementation of these projects. My tasks included the writing of media releases, advertorial copy, giveaway copy, as well as conceptualising press kits and managing giveaways, influencer marketing, subscriptions etc. I also had experience in crisis communication strategy and statement development.

REFERENCE: Carla Van Pletzen | 082 336 7657

2011 - 2013 Medios Marketing Communications

Marketing, PR and Social Media

At Medios I gained experience in copy writing, PR, social media strategy and management, exhibition stand management and website management on various CMS platforms. I learnt the benefits of creating good relationships with clients how to manage and market a brand successfully. I learnt how to manage projects and keep everyone on time and on budget while still getting everything the client needs done.

Clients: Safilo South Africa, Selected Energy, Rogue Rally, Jack Freidman, QBCon, ICAS Southern Africa, Kudough Credit Solutions

REFERENCE: Jacques van den Bergh | 083 259 4262

