



# MARLI WELGEMOED

MARKETING | CONTENT | SEO

## PROFESSIONAL SUMMARY

My background has included fields such as technical customer support, B2B and SaaS marketing, finance, real estate, and PR to name just a few examples.

I'm comfortable handling support through Slack, doing email and social marketing, creating video content, and even conducting interviews! I'm a people person above all and a bit of a Pollyanna which makes me a great fit for customer-facing roles.

From SEO writing to analytics and more, I'm up to date with best practices and can help make a real difference to your online brand presence.

## SKILLS

- Remote Work
- B2B / B2C
- Digital Marketing
- Public Relations / Communications
- Niche Recruitment
- Content Creation / Management
- Social Media Marketing
- Customer Success
- Community Management
- Email Marketing
- SEO / SEM
- Ahrefs, SEMRush, Screaming Frog
- Canva / Figma
- WordPress / Wix / Webflow
- Google Suite
- MailChimp / ActiveCampaign / HubSpot
- Administration / Operations
- Podcasting Distribution

## GET IN CONTACT

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## PREVIOUS EXPERIENCE

### CONTENT MARKETING MANAGER

#### NineTwoThree Studio (2022 - 2024)

Worked on content of various natures, from blog posts to social media and email marketing. Also optimized existing content for SEO, and created case studies and client portfolios. Was part of the Go-To-Market team working with different clients under the NineTwoThree brand.

### SEO CONTENT AND MARKETING CONSULTANT

#### Freelance (2021 - 2022)

Created content such as landing pages, long-form articles, and social media promotions for a variety of US-based brands while working as an independent consultant. Clients included Wile Inc., The Hive Marketing Collective and others.

### DIGITAL MARKETING MANAGER

#### New Silver (2019 - 2021)

Handled web content, email and social media marketing, public relations, SEO content creation, management, recruitment, and graphic design for a US-based real estate loan financing and SaaS company. Pre-vetting candidates for open roles and managing freelancers.

### MARKETING AND COMMUNITY MANAGER

#### Blockchain And Real Estate Fund (2018 - 2019)

Duties included community management via social platforms, content creation, data administration, and email marketing with a strong focus on cryptocurrency and blockchain technologies. This fund fell under the New Silver brand.

## PREVIOUS EDUCATION

### MONASH SOUTH AFRICA

#### Bachelor of Social Science (2014 - 2016)

- Graduated Cum Laude
- Double majored in Criminology and Criminal Justice, Sociology
- Other subjects included Psychology, African Literature Studies and French and Francophone Studies

### PENNSYLVANIA STATE UNIVERSITY

#### Certification In Wrongful Conviction (2015 - 2015)

- Completed international course on the social science behind wrongful convictions in the United States
- Achieved 91.6% (Distinction)

### UNIVERSITY OF MICHIGAN

#### Certification in Copy Writing and Editing (2024 - Present)

- Currently completing an international course on effective marketing storytelling and persuasive copy