



ZAYAAN SCHROEDER

DIGITAL CONTENT MANAGER

ABOUT

I am an experienced digital content media manager seeking a full-time position in the field of online media and marketing communications, where I can apply my knowledge and skills for continuous improvement.

PROFESSIONAL SKILLS

SEO and Google Analytics
Social media strategy
Marketing
Web content development
Copywriting
Copyediting
Corporate blogging
Project management
Layout design
Photo editing
Market research

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated

CONTACT

P: +27 718861709
E: zayaan27@gmail.com
W: www.survivingthemadness.co.za

SOCIAL

fb.me/nataliedawson

@zayaan27

@zayaan27

WORK EXPERIENCE

FREELANCE CONTENT CREATOR AND BLOGGER

Self- Employed | Oct 2017 - Present

- Manage two websites, one parenting and one entertainment.
- Write and manage content, content calendars.
- Take and edit photographs for content.
- Manage social media for websites.
- Market content and advertising campaigns
- Create content for a range of other lifestyle websites.

SENIOR ONLINE CONTENT PRODUCER

24.com | Oct 2008 - Sept 2017

Wrote and managed copy for South Africa's leading parenting website.
Managed and grew Parent24's social media accounts.
Wrote and managed the weekly newsletter
Managed competitions and advertising campaigns, working closely with the marketing department to implement campaigns.
Supervised, mentored and trained interns.

EDITORIAL INTERN

24.com | Apr 2008 - Sept 2008

- Write and load content and source suitable images for articles.

JUNIOR PR CONSULTANT

24.com | Apr 2008 - Sept 2008

Organized media briefings and junkets.
Wrote, sent out and followed up on press releases.
Generated ideas for client consideration.

EDUCATION

BACHELOR OF ARTS, MAJOR IN MEDIA WRITING AND FILM

University of Cape Town | 2003 - 2005