



Lauren Stilwell

Freelance Digital Marketer
Curriculum Vitae

Contact Details

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Personal Details

Availability: Immediately – currently looking for freelance work
Date of birth: 5 August 1977
Nationality: South African
Marital status: Married
Home language: English
Other languages: Afrikaans
Own transport: Yes

Employment History

Duration: July 2013 to present
Name of employer: Self-employed
Services offered: Freelance Digital Marketer

Description:

- Google AdWords Advertising
- Website Development (basic WordPress development/entry level websites)
- Website Maintenance and Content Management (WordPress)
- Writing
- SEO
- Project Management

Portfolio of clients:

Ehlers Attorneys Current	http://www.ehlersattorneys.co.za/	Website design Google AdWords SEO Website maintenance
Generator Warehouse Current	http://generatorwarehouse.co.za/	Google AdWords SEO Website Maintenance
Ninirichi Current	http://www.ninirichi.co.za/	Website design Website maintenance
Professional Impressions 2013-2016, client moved to USA	http://profimpressions.com/	Google AdWords Social Media Management

		Blog editing and writing
Haydee Antezana 2013-2016, client moved to USA	http://www.haydeeantezana.com/	Website Design
Amipro 2015-2016, client brought services inhouse	http://www.amipro.co.za/	Social Media Management
Thompsons Security Group Current	http://www.tsg.co.za/	Website Design
Old Shanghai Events Company Current	http://www.shanghaievents.co.za/	Website Design
Ignis Consulting Current	http://www.ignisconsulting.co.za/	Website Design
Alexander Listings Current	http://www.alexanderlistings.com/	Website Design
TGR Software Own business	http://www.tgrsoftware.co.za/	Website Design

Duration: June 2016 to January 2019
Name of employer: TGR Software (<http://www.tgrsoftware.co.za/>)
Position held: Owner/Operations Manager

Job description:

Co-managing a small family-owned software development business. Duties included:

- Project management of various software development projects
- Managing staff
- Drafting proposals and quotations
- Bookkeeping
- Website design and maintenance

Reason for leaving:

I wanted to focus on digital marketing as that is where my passion lies

Duration: June 2007 – July 2013 (On contract)
Duration: December 1998 – May 2007 (Permanently employed)
Name of employer: Citadel Investment Services
Position held Project Manager/Marketing Assistant

Job description:

Supporting the core business to maintain existing client relationships and obtain new clients through:

- **Event management:** concept development and project management
- **Email campaign management:** conceptualizing and developing invitations, managing the design and copywriting process; RSVP management system
- **Digital newsletters:** concept, design and content management of several online newsletters
- **Print communication:** managing design and production of various newsletters and brochures
- **CRM:** managing development of internal CRM system
- **Multi-media projects:** project managing development of high impact multi-media presentations and video productions

Reason for leaving

I wanted to become an independent consultant and work as a freelancer to have more clients

Skills and Expertise

- Project management
- Google AdWords certified
- Google Analytics
- SEO
- WordPress CMS management
- Basic WordPress development
- Excellent writing and editing skills

Soft Skills

- Strong planning and coordinating skills
- Conceptual and strategic thinking
- Excellent verbal communication skills
- Work well under pressure and deadline-driven
- Detail focused
- Experience working as a client and a supplier

Social Media and Computer Programmes

- Excellent knowledge of WordPress CMS
- Twitter, Facebook, LinkedIn
- Google AdWords
- Google Analytics
- Google Data Studio
- MS Project, PowerPoint, Excel, Word
- Very basic knowledge of Photoshop and Adobe Illustrator

Courses and Certifications

Certification	Institution	Date Completed (Click to view)
Google AdWords Fundamentals	Google	12 July 2018
Google AdWords Search	Google	18 July 2018
Google Analytics	Google	3 April 2019
SEO online course	Udemy	21 July 2018
Project Administration	Getsmarter (UCT)	July 2011

Tertiary Education

Qualification:	BA Communications
Name of Institution:	Unisa
Year completed:	1998

School Education

Highest standard passed:	Matric
Year:	1995
School:	Fourways High School

References

Marcia Tunmer (client)	Tel: 012 643 1652	Email: pa@ehlersattorneys.co.za
Nigel Sly (client)	Tel: 011 791 2664	Email: nigel@gwpower.co.za
Caren Rennie (former manager at Citadel)		Email: caren.ennie@dlafrica.co.za