

GRANT DE GRAF

SOCIAL MEDIA MANAGER

Manage social media accounts, video and graphic content creation with solid journalistic background. Real time engagement with customer base and followers to expand target audience. Solidify branding and reputation management to realize marketing goals.

EXPERIENCE

- Develop and implement social media brand strategies, campaigns, and plans to build brand/company awareness
- Oversee day-to-day management of campaigns and ensure brand consistency
- Create, maintain, and grow new and existing social networks, including Twitter, Instagram, LinkedIn, Pinterest, YouTube, FourSquare, Instagram, Facebook, and others
- Manage company blog and editorial calendar that aligns with social updates
- Monitor social media progress using web analytic tools
- Incorporate optimization strategies, analyze data, and research best ways to increase traffic
- Review success of campaigns and develop ways to improve
- Plan paid social media advertising strategies and budgets
- Secure new media partnerships
- Drive engagement with social media influencers
- Resolve customer issues through social media
- Create engaging written and visual content for blog
- Research new media platforms, trends, and industry opportunities
- Provide feedback from social media trends and research; relay it to business strategists
- Write effective, concise copy for multiple platforms, websites, and social networks
- Execute email marketing campaigns

CONTACT

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- Email: grantdegraf@gmail.com
- Instagram: <https://instagram.com/grantdegraf>
- Twitter: <https://twitter.com/grantdegraf>
- Facebook: <https://facebook.com/grantdegrafs>

SKILLS

- Proven work experience as a Social media manager
- Hands on experience in content creation and management
- Excellent copywriting skills
- Ability to deliver creative content (text, image and video)
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication skills
- Analytical and multitasking skills

SOCIAL MEDIA CAMPAIGNS

- The Guardian
- KLM
- ZLS London Zoo
- Virgin Media
- Reebok
- Casper
- Blender's Eyewear

EDUCATION

UNIVERSITY OF CAPE TOWN

Bachelor of Arts (Communication)
Newhouse Hootsuite Advanced Social Media Certificate