

Hi! I am Jae. I am a skilled & experienced Digital Marketing Manager. I see myself as a Jae-of-all-Digital-trades. 😊

I believe Social platforms can help connect business's with customers, increase awareness about the business brand, and boost leads and sales.

With 5 years experience in Digital Marketing & Social Media solutions, it has provided me with the opportunity to develop a wide range of skills. I have experience in developing and executing strategies across multiple platforms, including, community management, search engine optimisation, content marketing, and much more. I have also had the opportunity to work with a variety of clients in different industries, giving me the opportunity to develop and refine my skills. In addition, I have an understanding of analytics that allows me to measure the success of campaigns and make necessary adjustments. With this knowledge, I am confident I can create effective results that will increase brand awareness, web traffic & lead generation for clients.

Authentic content is a must as brands and creators try to put their message across in a way that ticks both the education and entertainment boxes that most people look for in content. Video and interesting design are critical.

I believe in growing a brand organically. I can assist in putting together Digital Marketing strategies and help generate traffic organically to a site or page rather than always using a paid marketing approach.





DIGITAL MARKETING MANAGEMENT
SOCIAL MEDIA
MARKETING STRATEGIES
COMMUNITY MANAGEMENT
MOBILE MARKETING
SEO
CREATIVE DESIGN
CONTENT CALENDAR CREATION
LOGO DESIGN (Canva)
WEBSITE PROJECT MANAGEMENT

SOME PROJECTS



Deliverables

- Brand Development
- Website Development
- Digital Strategy
- Social Media Strategy
- Paid and Organic ads
- Logo Design
- Social Media Pages set up & Management
- Community Management
- Content Strategy and Creation
- Content Calendar Creation

Hook House Hotel UK



Deliverables

- Brand Development
- Website Development
- Digital Strategy
- Social Media Strategy
- Paid and Organic ads
- Online Booking System
- Restaurant Online Menu
- Social Media Pages Set up and Management
- Community Management
- Content Strategy and Creation
- Content Calendar Creation

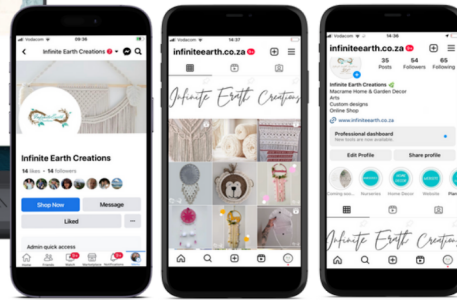
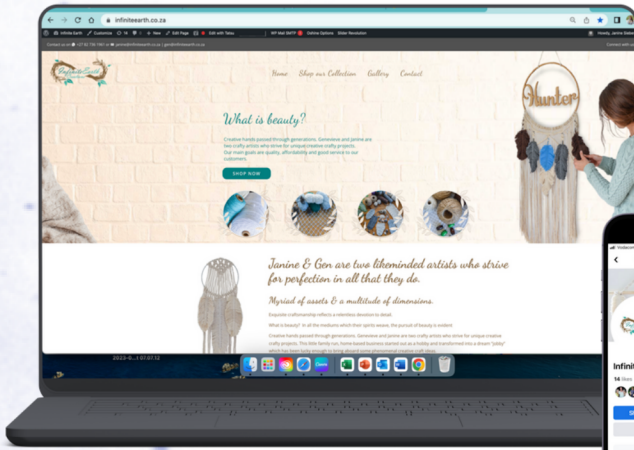


British Mums Dubai



Deliverables

- Brand Development
- CI Development
- Website Development
- Digital Strategy
- Social Media Playbook
- Integrated Campaigns
- Content Strategy
- Content Production
- Influencer Campaigns
- Blogger Outreach

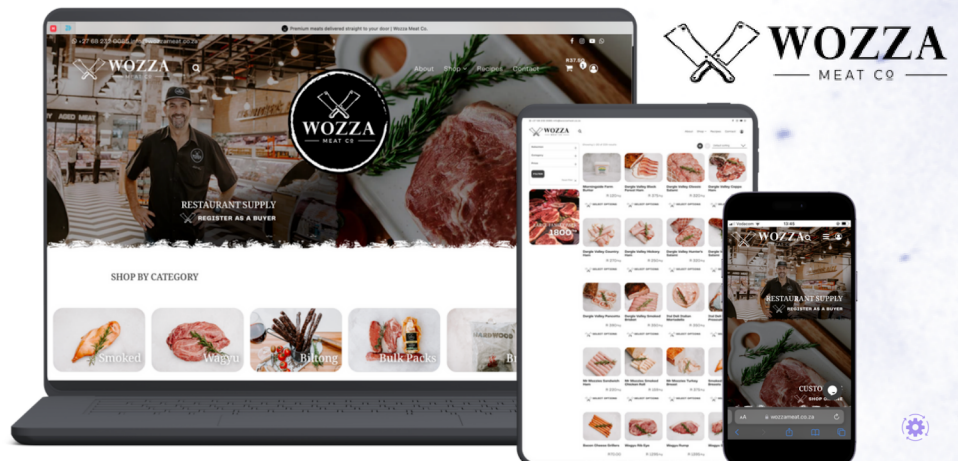


Deliverables

- Brand Development
- Logo Design
- Website Development
- Digital Strategy
- Social Media Strategy
- Paid and Organic ads
- Online Store
- Ecommerce Store pages
- Social Media Pages set up
- Community Management
- Content Strategy and Creation
- Content Calendar Creation

Deliverables

- A fully functional WordPress website with an online store and product catalogue. Secure shopping cart and checkout system with integrated payment gateways. A flexible product customisation system. Website analytics and reporting capabilities. Product reviews and ratings system, ability to accept payments via credit cards and other payment methods. WordPress Theme Customisation and Design. Plugin Installation and Configuration
- Payment Gateway Integration
- Responsive Design
- Shopping Cart Integration
- Product Management
- Order Management
- User Management
- Shipping Options
- SEO Optimisation
- Security and Performance Optimisation
- Technical Support and Maintenance





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Deliverables

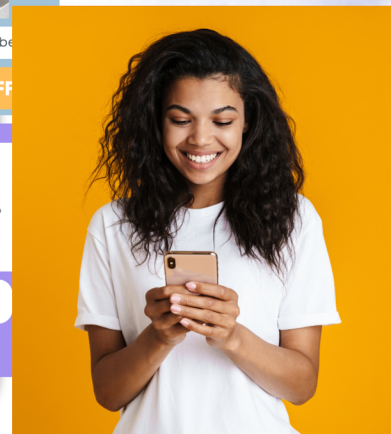
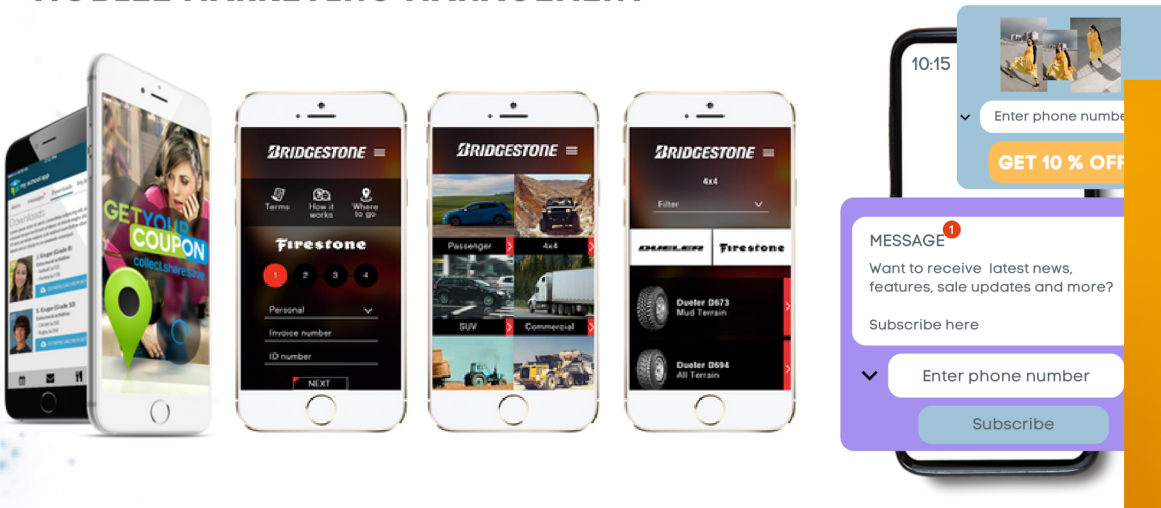
- Digital Strategy
- Social Media Strategy
- Social Media page revamp
- Paid and Organic ads
- Community Management
- Content Strategy and Creation
- Content Calendar Creation



Deliverables

- Digital Strategy
- Social Media Strategy
- Social Media page set up
- Paid and Organic ads
- Community Management
- Content Strategy and Creation
- Content Calendar Creation

**ADDITIONAL SKILLS
MOBILE MARKETING MANAGEMENT**



SOME LOGOS



SOME CLIENT FEED BACK

Gen'ius Exec:
Love our logo design: we look forward to working with Jae for a lifetime – Love that we can rely on Jae to help fulfil our goals



Excellent Customer Service,
Jae has provided Smoken Consulting (Pty) Ltd with great user experience on all our platforms of social media. Sites were easy and reliable to navigate. Jae provided us with eye-catching media content which gave us lots of confidence and excitement to dial-up our social spend. The results that came back exceeded our expectations.



Jae managed Hook House Hotel social media on Facebook and Instagram. The logo and content management were beautifully designed on the Website. Community management on all platforms was done efficiently and dealt with on the turn!
Very well done.



Website Project Manager
Working with Jae in the last few months was impressive. We found her to be a very hard-working manager. She showed great organisational skills as well as great communication skills it was a pleasure.
Richard Shelton (Wozza)



Love the design and customisation by Jae for BG Movers. Never underestimate the power of passion!



Infinite Earth Creations:
Best decision We've made, was getting Jae. We love our online shop. We love the Logo design. We have been provided with the best service, reliable. We are still happy customers since 2020 and wouldn't work with anyone else.
Great job Jae!



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Jae Siebert

