

# Digital Advertising Specialist

I am an experienced and results-driven digital advertising specialist with 15 years of expertise in the field. My passion lies in leveraging digital platforms to drive brand awareness, increase conversions, and optimise campaigns for maximum impact.

## Skills

- Paid advertising: Proficient in Google Ads, Facebook Ads, TikTok Ads and other paid platforms. I create targeted campaigns that deliver measurable results.
- SEO optimisation: I understand the nuances of search engine optimisation (SEO) and implement strategies to improve organic visibility.
- Analytics mastery: Skilled in analysing user behaviour, conversion data, and performance metrics. I use insights to refine strategies and enhance ROI.
- Client-centric approach: Building strong client relationships is my forte. I listen actively to their needs and tailor solutions accordingly.

## Experience

- Proven track record: I have successfully managed ad budgets, optimised campaigns, and driven growth for diverse clients.
- Strategic thinker: I stay updated with industry trends and adapt strategies to stay ahead of the curve.
- Collaborative team player: I thrive in cross-functional environments, working closely with designers, developers, and marketing teams.

## Details

**Remuneration:** Negotiable

**Province:**

**Education level:** Degree

**City:** Johannesburg

**Type:** Permanent Contract Temporary 1 day

**Job level:** Management (Snr - Executive, 5+ yrs)

Posted on 16 Apr 08:34, Closing date 31 Dec

## Apply

Pheello Mahloko

[pheello@yomodigital.co.za](mailto:pheello@yomodigital.co.za)

0686931476