



Hello, I'm Brandon van Reenen

I'm a digital content specialist with over 10 years experience. I'm you guy if you need to run some social ads or create content, maybe even set up your e-commerce store.

EDUCATION

Matriculated at Muizenberg High, 2008
Social Media and Online Reputation Management Course, 2015

EXPERIENCE

CARDOVA PRODUCTIONS

TELEVISION

REFERENCE

Julia Stevens • 084 238 3367

May 2015 - July 2016 Social Media and Web Advisor

- Created content for live afternoon talk show
- Updated the official website daily with new articles
- Reporting and analytics for show sponsors

WEFIX

TECHNOLOGY

REFERENCE

Alicja Radwanska • 084 986 5790

February 2018 - January 2020 Social Media Manager

- Campaign conceptualization for major brands including Lays, Doritos and NikNaks.
- Weekly, monthly and ad-hoc campaign reports and analytics
- Creating social media content as well as planning and strategy around each brand

HITCH DIGITAL MEDIA

FMCG AGENCY

February 2018 - January 2020 Social Media Manager

- Campaign conceptualization for major brands including Lays, Doritos and NikNaks.
- Weekly, monthly and ad-hoc campaign reports and analytics
- Creating social media content as well as planning and strategy around each brand

UNDER ARMOUR

RETAIL SPORTS & FITNESS

REFERENCE

Lee-Ann Caboz • 081 238 3367

January 2020 - June 2022 Digital Chanel Manager and Customer Engagement Lead

- Management of global sports brand's Facebook, Instagram and Twitter channels
- Managing of a R6-mil annual budget for media spend and other digital marketing activities
- Brief partner agencies on social media performance marketing campaigns
- Occasional graphic design and video editing
- Deep reporting and analytics for global stakeholders

NATIONAL SEA RESCUE INSTITUTE

NON-PROFIT

June 2022 - present Digital Marketing Manager

- Responsible for NSRI's digital channels including Facebook, Instagram, Twitter and TikTok
- Occasional video editing and graphic design

AWARDS

NSRI Website, Not For Profit, 2022 Assegai Awards Bronze

SKILLS

Facebook Ads

Instagram Ads

Twitter Ads

Content strategy

Brand strategy

Email marketing

Copywriting

CMS

Office Suite

Hootsuite

Sprout Social

Mentwater

Adobe Photoshop

Adobe InDesign

Social Content

Basic video editing

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RESIDING IN

Southern Suburbs,
Cape Town

I'M ALSO A MICRO-
INFLUENCER ON TIKTOK

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