

- C H A R M E B O T H A -

Digital Marketing Specialist & Designer

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PROFESSIONAL EXPERIENCE

Modul University Vienna, Hybrid • Digital Marketing Specialist & Designer 07/2025 – Present

I contribute to designing and maintaining digital resources, help deliver engaging content, and supported cross-functional collaboration between faculty and students while also designing both digital and physical marketing materials such as banners, brochures and one pagers. My experience in SEO — paired with strong communication skills — enables me to produce clear, polished digital content and coordinate effectively across teams.

- ▶ SEO, GEO, Website Management, Graphic Design, Analysis, Branding, Collateral Management, User Experience, Digital Marketing

First Technology National, Hybrid • Software Marketing Coordinator 07/2022 – 02/2025

With a versatile background in B2B SaaS, I excel in event planning, content creation, leveraging LinkedIn for brand visibility, securing sponsorships, and enhancing staff welfare. My expertise extends to managing MDF/Co-Op funds, coordinating internal design projects, and overseeing the production of marketing collateral. My comprehensive skill set enables me to craft and execute strategic marketing initiatives that drive brand awareness and engagement.

- ▶ Inbound Marketing, Outbound Marketing, Event Management, Channel Partnerships, Collateral Management, MDF Management (Market Development Funds) / Co-Op management (Microsoft, Adobe & other), Internal design.

Charm Designs, Remote • Freelance Designer 04/2023 – 03/2024

With a rich foundation in logo design, brand creation, and graphic design, complemented by experience in UI/UX design, I offer a broad skill set that covers a wide array of visual design disciplines. My primary focus is on developing compelling visual identities and branding solutions, alongside creating impactful graphic designs that resonate with audiences. My work is characterized by a keen attention to detail and a commitment to delivering designs that are not only aesthetically pleasing but also meaningful and aligned with brand values.

- ▶ Branding, Logo Design, Graphic Design, UI, UX, Mobile Design.

amaSocial, Hybrid • Social Media Monitoring Support / Account Manager 11/2021 - 06/2022

Specializing in maintaining robust client relationships, I am adept at presenting platforms, providing comprehensive training, and efficiently addressing queries with a focus on social media monitoring. My expertise lies in understanding client needs and delivering tailored solutions that enhance their social media strategies.

- ▶ Social listening, keyword tracking, maintaining client relationships, presenting platforms, providing training, and tending to queries.

ExecuGroup, Remote • Freelance Associate

05/2021 - 04/2022

With a strong proficiency in document management, my expertise encompasses formatting documents, creating initial drafts, executing send-outs, and completing resume and synopsis documents with precision and attention to detail. My skill set is characterized by a meticulous approach to organizing and preparing documents, ensuring they meet the highest standards of clarity, coherence, and visual appeal.

- ▶ Document Management, Formatting, Email Send Outs.

Spotlight Agency, On Site • Promoter

12/2017 - 04/2022

With a comprehensive background in all aspects of promotion, I excel in ensuring customer satisfaction, effectively promoting products or events, and providing exceptional service as part of general event staff and hostess roles. My experience has honed my ability to engage with customers and attendees, creating memorable experiences that enhance brand image and loyalty.

First Technology National, On Site • Intern

06/2017 - 07/2017

As part of my Business Management degree, I developed a versatile skill set by assisting in multiple functions, including legal, project management, marketing, and sales. This multidisciplinary approach was integral to my academic curriculum, enabling me to gain practical experience across various business domains. My involvement in these areas has equipped me with a broad understanding of business operations, from legal considerations and project coordination to marketing strategies and sales techniques.

CEOS Technologies, On Site • Intern

06/2015 - 07/2015

During school holidays, I seized the opportunity to immerse myself in the IT world, gaining hands-on experience by assisting in various functions such as accounting, project management, filing, and computer repair. This period was instrumental in broadening my understanding of IT operations and enhancing my skill set across multiple domains.

EDUCATION

Bachelor's Degree in Psychology & Tourism Management • North West University, South Africa (2020)

- ▶ Activities and societies: Tourism Committee Marketing (Excursio)
- ▶ Modules Included: Business Management, Event Management, Marketing Management, Hospitality Management, Conflict Resolution
- ▶ Golden Key Top 15% Academic Achievement Awarded

Specializations & Professional Certificates • Coursera (2022-2025)

- ▶ Microsoft - Copilot for Marketing Specialization
- ▶ Adobe - Content Creator Specialization
- ▶ Google - Digital Marketing & E-commerce Professional Certificate
- ▶ Google - UX Design Professional Certificate
- ▶ CalArts - Graphic Design Specialization
- ▶ University of Minnesota - UI Design Specialization

Other Certificates • Hubspot & Google (2023)

- ▶ Google – Advanced Google Analytics
- ▶ HubSpot – Digital Marketing
- ▶ HubSpot – Inbound Marketing
- ▶ HubSpot – Content Marketing
- ▶ HubSpot – Social Media Marketing

Blender 4.0 Essential Training • LinkedIn Learning (2024)

- ▶ Scene layout and modeling, sculpting, texturing and shading, 2D and 3D animation, character rigging (also known as armatures), visual effects and simulations, rendering, and geometry nodes.

A Strengths-Based Approach to Managing Your Team • LinkedIn Learning (2025)

- ▶ Strengths Development, Team Management

LANGUAGES

- ▶ English - Fluent
- ▶ Afrikaans - Fluent
- ▶ French - Beginner
- ▶ German - Beginner