Kirsten Jenkins

Senior Marketing Manager

I'm a Social Media Marketing Manager and influencer relations specialist passionate about creating authentic and reliable content to turn your brand's audience into loyal paying customers. With five years of experience in digital marketing as a social media manager and digital content creator, I have gained a wealth of knowledge to fit a brand's unique aesthetic while aligning with current marketing trends to convert views into sales.

WORKING STYLE

Skills and Experience

Technical skills & Software tools

- Meta
- Instagram & TikTok
- Pinterest
- LinkedIn
- ChatGPT

Professional skills

- Social Media Strategy & Execution
- Community Management
- Influencer Management
- Campaign Budget Management
- Analytics & Reporting
- Market Research
- Content Creation: Copy
- Content Creation: Images & Video
- Content Marketing Strategy
- Influencer Marketing Strategy

Industry Experience

- Agriculture & Environmental Services
- Architecture & Construction
- Charities & Social Services
- Entertainment & Event Management
- Family & Parenting
- Fashion & Beauty
- Finance
- Healthcare, Medical, Health & Wellness
- Property & Real Estate

Work Experience

Senior Marketing Manager

Outsourcery
Sep 2021 - Current

- **Content creation.**
- **Short-form video (filming + editing).**
- **Influencer relations.**
- **Social Media Management.**
- **Community building.**
- **Project Management.**
- Developed and implemented marketing strategies to strengthen a client's B2B presence in the property management sector.
- Created tailored content for professional landlords, including educational resources, industry insights, and service highlights.
- Managed social media platforms, with a primary focus on LinkedIn, to engage and grow the professional landlord audience.
- Conducted market research to identify industry trends and pain points, driving content strategy and themes.
- Scheduled and coordinated content across social channels, ensuring timely and consistent delivery.
- Contributed to the marketing of individual rental and sales properties as needed.
- Enhanced brand positioning by maintaining a cohesive tone of voice, visuals, and messaging.

Social Media Manager and Influencer

Freelancing
Jan 2018 - Current

- **Photography and photo editing.**
- **Videography and video editing.**
- **Social media strategy.**
- **Community management.**
- **Public relations management.**
- **The Catalyst Education Programme: I coordinated a boosted sign-up campaign that reached over 60 000 people with an estimated overall engagement rate of 1.7%. This generated an increase in web traffic and sign-ups for a second programme location.**
- **Featured in Glamour SA magazine to discuss the content creator space and influencer marketing.**

Education & Certifications

Diploma in Makeup Artistry

New Skills Academy

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