

JOSEPHINE MRATAZA

WEB DESIGNER & SOCIAL MEDIA MANAGER



ABOUT ME

- Web Designer & Developer
- Social Media Manager
- Facebook Ads Specialist
- Google Ads Specialist
- SEO Expert

CONTACT

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hello@thrivedigitally.online

North str, Oakdene
Johannesburg South

www.thrivedigitally.online

SKILLS

- Web Design & Development
- E-commerce Development
- Responsive Web Design
- Content Management
- Social Media Marketing
- Paid Ads Management
- Digital Marketing
- SEO Services

LANGUAGES

- English (Fluent)
- isiXhosa (Fluent)
- Afrikaans (Fluent)
- Tswana (Basic)

PROFILE

I am a passionate and skilled web designer and developer with over 5 years of experience in creating beautiful, functional websites. Over the years, I've expanded my expertise to include Facebook and Google paid ads, as well as search engine optimization (SEO) services, helping businesses achieve not only an online presence but real, measurable growth. With a keen eye for design, a deep understanding of digital marketing, and a focus on delivering results, I am dedicated to providing tailored solutions that exceed client expectations.

WORK EXPERIENCE

- **Jozi Design Lab**
Web Designer 2017 -2022
 - Designed and developed visually appealing, user-friendly websites tailored to client specifications, ensuring responsiveness across all devices.
 - Collaborated with clients to understand project goals, gathered requirements, and delivered custom web solutions that exceeded expectations.
 - Implemented SEO best practices to enhance website visibility, drive organic traffic, and improve search engine rankings.
 - Created wireframes, prototypes, and mockups to present design concepts and obtain client approvals before development.
 - Maintained and updated existing websites, troubleshooting issues and optimizing performance to ensure a seamless user experience.
- **Brand it Market it Promote it (BMP Out Door)**
Marketing Manager & Specialist 2022 -2023
 - Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
 - Analyze market trends and customer insights to identify opportunities for growth and improve campaign performance.
 - Manage and oversee all digital marketing activities, including social media, email marketing, SEO, and paid advertising, ensuring consistent branding and messaging.
- **Thrive Digitally**
Started My Freelance Journey 2024 -PRESENT

JOSEPHINE MRATAZA

WEB DESIGNER & MARKETING MANAGER



EDUCATION

o Advanced Web Design Course (Specializing in WordPress)

Topez Institute of Learning

2013 - 2015

This course equipped me with:

- **Advanced Design Techniques:** Proficient in creating dynamic, engaging websites using animations and advanced CSS styling to deliver highly interactive user experiences.
- **User Experience (UX) Design:** Skilled in improving website usability through research, wireframing, and prototyping to meet user needs effectively.
- **Responsive and Mobile Design:** Expertise in designing and optimizing WordPress websites for seamless functionality across desktops, tablets, and smartphones.
- **WordPress Content Management:** Comprehensive understanding of managing and customizing WordPress websites, including theme development, plugin integration, and client content management.
- **SEO and Analytics:** Applied SEO strategies and implemented analytics tools to optimize site visibility, monitor traffic, and enhance user engagement.

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REFERENCE

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EDUCATION

Advanced Digital Marketing Course

Topez Institute of Learning

2022

This course provided in-depth training in the following areas:

- **WordPress Management:** Gained expertise in customizing and hosting websites, taking them live with professional standards.
- **Search Engine Optimization (SEO):** Advanced knowledge of SEO techniques, including keyword optimization, content strategy, and web analytics.
- **Pay-Per-Click Advertising (PPC):** Mastered the design of effective Google Ads campaigns, including search and display advertising strategies.
- **Social Media Marketing:** Skilled in creating targeted campaigns across various platforms to capture and engage specific audiences.
- **Email and Mobile Marketing:** Learned to design, segment, and implement email campaigns, as well as create mobile marketing strategies tailored to user behavior.
- **Content and Copywriting:** Developed skills to craft compelling digital copy and content marketing materials that align with audience needs and business goals.
- **Digital Marketing Strategy:** Proficient in building holistic campaigns that integrate all aspects of digital marketing to achieve strategic objectives.
- **Marketing and Brand Management:** Acquired essential concepts of marketing strategy, brand management principles, and public relations in a digital context.
- **Project and Marketing Management:** Learned to oversee large-scale marketing projects, coordinate teams, and implement communication strategies for optimal results.