
Lethu Moseya

DIGITAL MARKETING PROFILE

RELEVANT EXPERIENCE

Digital marketing

Hit Your Mark

2024–present

Remote freelance/part-time

- Coordinate digital marketing deliverables across more than 14 franchise locations.
- Create and schedule location-specific Facebook and Instagram content using Canva.
- Produce email newsletters through Emma, including copywriting, segmentation and location-specific messaging.
- Write SEO-informed blogs and web copy using keywords, headings, metadata and internal links.
- Coordinate YouTube scripting, thumbnails, video SEO and channel content.
- Use Google Analytics to review digital performance and inform campaign and content improvements.
- Work with paid advertising and Meta Ads across Facebook and Instagram.
- Use BrightLocal and SEORankHunter for SEO-related work, CallRail for call tracking, and HubSpot for marketing-related workflows.
- Use ClickUp to organise tasks, marketing deliverables and deadlines.
- Compile monthly content reports and use engagement insights to inform improvements.
- Manage multiple deadlines and liaise with franchise stakeholders to align content with audience needs.

SKILLS

Google Analytics
Paid advertising
Meta Ads
Facebook
Instagram
YouTube
BrightLocal
ClickUp
Emma
CallRail
HubSpot
SEORankHunter
Canva
Article writing
Email marketing
Project coordination
MS Office
Google Workspace