

gert hattingh

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PROFESSIONAL SKILLS

- Team Management
- Technical SEO
- Outreach
- Search Strategy
- Google Analytics
- Google Search Console
- Tableau (BI Reporting)
- CMS Frameworks
- HTML / CSS
- Basic Ruby & AngularJS
- Enterprise SEO Auditing

PERSONAL SKILLS

- Performance driven
- Detail orientated
- Time management
- Team player
- Knowledge sharing

SOCIAL

 /in/gerthattingh

 @gertjeza

SEO / DIGITAL MARKETER

Technical and creative SEO. My strengths do sit on the technical side of digital marketing, but I do have a keen eye for creative digital marketing. I believe knowledge sharing is the key to success within any team. Empowering team members and nurturing a learning attitude is the best recipe for consistent growth.

WORK EXPERIENCE

WEB DEVELOPER / DIGITAL MARKETER

WebsiteDesign.co.za | Jan 2014 - Dec 2014 (1 Year)

- Build and maintain websites (Wordpress / HTML / Magento / OpenCart / Joomla)
- On-page SEO and reporting
- Google AdWords campaign setup and managing

DIGITAL DESIGNER / MARKETER

ILIOS Travel | Jan 2015 - Sept 2016 (1 Year 9 months)

- Front-end development of in-house booking app
- Front-end development of consumer facing website + SEO

SEO TEAM LEAD

Travelstart | Sept 2016 - Current

- Manage team of technical SEO + web administrator
- Communication between development & marketing
- Keyword research + content strategy
- Analytics reporting
- Implementation of SEO features

EDUCATION

Design Foundation

CTU | 2011 - 2012

Web Development

CTU | 2012 - 2013

MCPD Programming

CTU | 2013 - 2014