


Arike Smith

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Summary

I know that we need to constantly move forward, which includes bettering yourself at all times. I am great at adapting to new things easily. I am a hard worker and a fast learner.

I have excellent people skills and like working in a group environment. I can also be independent and can work a project on my own. But more than that I know when to take charge and steer a project or group in the right direction. I like to be challenged in my work life.

I do believe that we all need to be the change that we want to see in the future.

Experience



Content Writer

Polar Bear

Jan 2022 - Present (1 year 1 month)

Blog article writing for different client types, such as real estate agencies and others.



Search Engine Optimization Analyst

Polar Bear

Jul 2021 - Present (1 year 7 months)

Creating briefs for content creators

Making recommendations for Google Business Profiles

Implementing changes to Google Business Profiles

Conducting Website Audits

Making suggestions for better Information Architecture of websites

Making on-page optimization recommendations for website's individual pages

Backlink creation planning

Meta optimisation for individual website pages

Conducting and populating monthly diagnostics reports for multiple clients

Code and optimise produced content for clients to upload on their blog site

Writing monthly blog articles for multiple clients

Doing keyword research using Ubersuggest to identify the most popular keywords for websites in order to populate related content topics for said website

Content creation for landing pages of client websites

Creating backlinks using FatJoe site

Competitor monitoring using GT Metrix and other tools

Individual client strategy creation and update

Monitor website traffic using Google Analytics, GA4, and Google Search Console

Investigate website-excluded pages, make recommendations and implement to reduce said pages

Run full diagnostic on websites using Screaming Frog

Conducting content gap analysis for client websites

Making recommendations for website improvements based on Website Needs Analysis



Digital Marketing Specialist

Freelance

2019 - Jun 2021 (2 years)

Web Design and Development

Online Copywriting

Web PR

Mobile Marketing

Digital Marketing Strategy

Ad Serving

Digital Marketing

Social Media Marketing

Search Engine Optimization (SEO)

Online Marketing

Google Analytics

Google Ads

Email Marketing

Web Analytics

Online Advertising

Analytics

WordPress

Pay Per Click (PPC)

Lead Generation

Communication

Administrative Manager

Fives CC

Jan 2018 - Mar 2019 (1 year 3 months)

Managing the administrative department. Capturing daily data. Pulling reports for managers on sales and calls made. Creating ways to better filing systems as well as capturing data.

Office Manager

Dec 2016 - May 2017 (6 months)

Keeping track of managers' schedules. Liaising between managers and clients. Keeping financial records on all business expenses. Purchasing off all office supplies.

Asset control (transfer and removal of assets) - including asset register updating. Asset register and insurance recons liaise with insurers to update the items insured are correct. Phoning and following up on regard to outstanding debtors and updating Quadrem/Ariba. Filing-Trusted company documents in files and on the computer. Assist with updating letterheads and logos and other documents of all companies. Assist directors/managers as requested. Assist with invoices/proformas etc. to clients.

Translations Administrator Assistant

Simulated Training Solutions

Oct 2014 - May 2017 (2 years 8 months)

Sound Recording, Sound editing, Booking sound artists.

Video editing and compositing

Senior Loan Officer

AJ Finance

Aug 2012 - Feb 2014 (1 year 7 months)

In charge of giving credit, credit & debit, financial department



Co-Owner

BiteforByte

Jan 2009 - Sep 2012 (3 years 9 months)

Administrating of finances

Doing general office admin

IT Desktop Support & PC Repairs



Receptionist

Wetherlys

Aug 2008 - Jan 2009 (6 months)

Managing Cash Flow

Cashiering

Welcoming Clients

Education



University of Cape Town

Diploma of Education, Digital Marketing

2021 - 2021

Web Design and Development

Web Analytics

SEO

Online Copywriting

Social Media and web PR

Email and Mobile Marketing

Digital Marketing Strategy



LinkedIn Learning

Web Page, Digital/Multimedia and Information Resources Design

2021 - 2021

Becoming an SEO Expert



Brainline

High School Degree, High School/Secondary Diplomas and Certificates

2001 - 2007

Grade 8 to 12



University of South Africa/Universiteit van Suid-Afrika

Bachelor's Degree, Education

2012 - Present

Bachelor's Degree in education Foundation Phase(Only First Year)

Licenses & Certifications

 **Wedding and Events Management** - Intec College/ICG

 **SEO: Link Building** - LinkedIn

 **SEO Foundations** - LinkedIn

 **SEO: Keyword Strategy** - LinkedIn

 **SEO: Videos** - LinkedIn

 **Local SEO** - LinkedIn

 **Become an SEO Expert** - LinkedIn

Skills

Web Content Writing • Marketing • Digital Marketing • Search Engine Optimization (SEO) • Sales • Strategic Planning • Social Media • Research • Business Strategy • Strategy