

Seshni Doorsamy

Director at ZonkeTech (Pty) Ltd

chechni@gmail.com

Summary

I am Digital Marketing Strategist and a Google Certified Partner, with certifications in Google Adwords, Google Analytics Video, and mobile advertising. In 2016 I started ZonkeTech, a software development, and digital marketing company, with one goal in mind - To enhance the productivity of businesses by providing quality, cost-effective solutions on software and digital marketing. within a year we have grown exponentially, increasing our staff complement and clients base.

Experience

Director at ZonkeTech (Pty) Ltd

August 2016 - Present

ZonkeTech is a software development and digital marketing company with a track record of reliable product delivery. We encompass the vision and insights of the client to produce digital solutions that are cost saving and profitable.

ZonkeTech strives to integrate the everyday business with high-performance application software, web development and digital marketing allowing businesses to enhance their productivity.

The unique way in which our software products are integrated, allows us to work very closely with our customers, to determine the right solution to suit their individual needs. ZonkeTech's solutions are integral to the success of companies from small to large firms and across different industries.

Head Of Digital Marketing at Kiron Interactive

September 2014 - December 2016 (2 years 4 months)

- Social Media Management
- Social Media Retargeting
- SEO Management
- Online Marketing Promotions
- Mobile Marketing Management
- Google Analytics Reporting
- Google Remarketing
- Google Webmaster Tools
- Google Adwords Management (Paid for ads)
- Google Tag Manager

- Google AdSense
- Affiliate Marketing Management
- Event Management
- Administration
- International Business Development (Sales Management)
- Market Research
- Html Coding (Newsletters and Emails)
- Dreamweaver
- Photoshop
- Website content Management (CMS) (Wordpress, Joomla)
- Email Marketing Management (Benchmark, Mailchimp)
- Mobile App building
- Budget Management

Digital Marketing at Super Group Dealerships

September 2013 - September 2014 (1 year 1 month)

- Social Media Management (Hootsuite)
- Implementing basic SEO when writing web content
- Blogging
- CPA Trained
- Automate software
- Loading vehicles on automated system
- Attending to vehicle queries
- Administration
- Reports
- Basic Html Coding
- Website content Management (CMS) 44 websites
- Staff Updates
- Banners, Flyers, Marketing material
- Newsletter and website copy writing
- Manage dealership Stock
- Market Research
- Design of adverts according to dealer corporate identity.

Marketing Coordinator at Icon Security Group

April 2012 - August 2013 (1 year 5 months)

- Designing of business cards
- Designing of Advertisements
- Vehicle Branding
- Over-seeing company brand development

- Writing promotional literature/ copywriting
- Market research
- Purchase Order Management
- Designing of company profile
- Client report building
- Content management system
- Hootsuite experience (Social Media)
- Designing marketing material with photoshop
- Compiling of proposals and tenders
- Administration support x2 Directors
- Reviewing contracts
- Reviewing client Liaison reports

Marketing Assistant

July 2011 - March 2012 (9 months)

As a marketing assistant I performs key functions to support the marketing teams in various areas, such as information technology, finance and telecommunications. I also perform administrative office-based duties on behalf of sales executives.

Marketing Assistant

December 2010 - June 2011 (7 months)

1. Research new markets
2. Create SWOTS
3. Determine new market channels
4. Contact follow-ups on sales prospects
5. Coordinate with marketing groups to facilitate functions
6. Provide status reports to management
7. Microsoft Office, Excel and PowerPoint experience
8. Perform general clerical duties
9. Maintain electronic filing systems.
10. Setup and coordinate meetings
11. Support staff in assigned projects

Bank Teller

April 2007 - September 2007 (6 months)

Accurately and efficiently process and record routine transactions for bank customers including cashing checks, accepting deposits and withdrawals, processing loan payments and money transfers. Promote and advise on the bank's products and services.

Education

North-West University/Noordwes-Universiteit

Bcom, International Trade and Economics, 2008 - 2011

Fairbreeze Scodary School

non, Mathematics and Computer Science, 2004 - 2006

Seshni Doorsamy

Director at ZonkeTech (Pty) Ltd

chechni@gmail.com



[Contact Seshni on LinkedIn](#)