
SAMANTHA BENEKE

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Portfolio www.samanthabeneke.com
Visa Status New Zealand Permanent Resident

Education

University of Kwa-Zulu Natal, Pietermaritzburg, South Africa (2005-2007)

Bachelor of Social Science in Media and Cultural Studies.

2 Dean's Commendations.
3 Certificates of Merit.
Member of the Golden Key International Honours Society.

Experience

CMS systems Umbraco, Joomla, DotNetNuke, Wordpress & Sharepoint. SEO, HTML, CSS, Social Media, Hootsuite, Video, Radio, Magazines, Graphic Design, Content, Writing.
Dreamweaver, Adobe Creative Suite, Google Analytics, Google Ad Manager, Microsoft Office Suite, iMovies, Videopad, NING, Bulkmail, Mailchimp.

Certificates

Certificate in Digital Marketing (Chartered Institute of Marketing). Google Analytics certified.
Google Adwords certified. Marketing Association certificate in Strategic Brand Management.

Career History

Marketing Manager

Tourism West Coast, New Zealand

March 2018- Present

Responsibilities:

- Arrange and host familiarization tours.
- Liaise with operators and the travel industry regarding media opportunities.
- Distribute media releases.
- Coordination and attendance at selected trade events.
- Liaise with operators to ensure they are trade ready and using Regional Tourism Organisation services.
- Update and maintain TWC website.
- Update and maintain social media channels.
- Compile website and social media reports.
- Draft and roll out web and social media strategy for TWC.
- Distribute online newsletters.
- Assist in facilitation of regional marketing plan and coordination of supporting material for all marketing, promotions and special projects of the organization.

Social Media Advisor

Auckland Transport, New Zealand

August 2016 - Present

Responsibilities:

- Implement social media strategy, guidelines and policy.
- Develop and maintain content plan.
- Develop social media communication plans.
- Maintain and update AT's social media accounts.
- Support agencies and stakeholders to develop and optimise campaigns.
- Monitor social media platforms and respond to inbound messaging.
- Provide issues management advice.
- Provide mentoring, training and supervision to internal stakeholders.
- Compile social media reports.
- Manage monthly social media budget.

Achievements:

The Auckland Transport Facebook page reached 20,000 followers in ten months.

Auckland Transport Twitter account increased by 60% in ten months.
New Zealand Social Media Awards Finalist for Post of the Year: Spread The Jam.

O nline Editor

Auckland Transport, New Zealand

December 2013 - July 2016

Responsibilities:

Complete daily content authoring, publishing and archival activities for the internal and external website (CMS systems Umbraco and SharePoint).

Enhance user experience using web, SEO and government publishing standards.

Upload videos to the Youtube platform and ensure they meet accessibility standards.

Achievements:

Won 6 internal company awards for my work with internal business units.

TVNZ NZ Marketing Awards 2015 Finalist - AT Sober Driver: Drunksense Campaign.

D igital Marketer

Uhuru Watches, New Zealand

September 2014 - January 2015

Responsibilities:

Coordinated Uhuru Watches digital strategy for their watch launch on Kickstarter in December 2014.

Website audit and SEO recommendations/techniques.

Social media strategy (Facebook page and ads, Twitter, Instagram and Google +).

Filming and editing of promotional videos for the Kickstarter launch.

Copy writing, creation and distribution of newsletters.

Results:

The project exceeded its goal of \$21, 000.

O nline Editor

Mediaworks, New Zealand (The Edge FM, The Rock FM, Mai FM)

March 2011 - November 2013

Responsibilities:

Maintained and updated website content daily.

Met monthly traffic targets through Search Engine Optimisation and trends research.

Managed social media platforms Facebook, Twitter, Tumblr and Youtube.

Developed online promotions from brainstorm through to implementation.

Developed and implemented content strategies for the website.

Uploaded edited photo galleries and videos onto the website.

Achievements:

Best Radio Website awards in 2012 and 2013 for *therock.net.nz* at the New Zealand Radio Awards.

Finalist for Best Radio Website awards for *theedge.co.nz* in 2012 and 2013.

Won internal award for most traffic growth for individual site 2012 - *maifm.co.nz*

O nline Editor

Saltwater GIRL Magazine, Durban, South Africa

February 2010 - January 2011

Responsibilities:

Maintained and updated website daily.

Managed and recruited online contributors.

Managed social media channels including Facebook, Mxit, Twitter and NING.

Developed and implemented online campaigns (CLEAN&CLEAR, VO5, Clinique, Levis).

Filmed, edited and uploaded photo shoot videos using iMovies and Youtube.

Created and distributed online newsletters to the database.

Implemented SEO on the website and produced monthly online traffic reports.

Achievements:

Increased unique browsers to SWG online by 400% in 6 months.

Managed the Saltwater GIRL website redesign and content migration.

References available upon request