
SAMANTHA BENEKE

Date of Birth	3 May 1986
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Portfolio	www.samanthabeneke.com
Visa Status	New Zealand Citizen

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: Wagtail, Umbraco, Joomla, DotNetNuke, Wordpress & Sharepoint.

SEO, HTML, CSS, Dreamweaver, Social media, Facebook Business Manager.

User experience, video filming and editing, radio, magazines, graphic design, content writing, Writing.

Adobe Creative Suite, Google Analytics, Google Ad Manager, Microsoft Office Suite, iMovies, Videopad,

Adobe Premiere Pro. Bulkmail, Mailchimp.

Certificates

Google Analytics certified / Google Adwords certified / Web Accessibility WCAG 2.0 /

Effective Business Communication / Project Management Fundamentals / Marketing

Association Certificate in Digital Marketing / Marketing Association short course in Strategic

Brand Management

Career History

Tourism Marketing Manager

Tourism West Coast / Development West Coast

February 2018 - Present

Responsibilities:

- Arrange and host familiarisation 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 RTO services.
- Update and maintain Westcoast.co.nz
- Update and maintain West Coast New Zealand social media channels.
- Build and measure Facebook and Instagram ads.
- Compile website and social media reports.
- Draft and roll out web and social media strategy for Tourism West Coast.
- 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.

Achievements:

Increase in website pageviews from 370,349 to 555,080 over two years (50%).

Increase in website users from 131,764 to 232,470 over two years (76%).

Facebook increased from 8,304 to 67,863 page likes over two years (717%).

Instagram increased from 5,442 to 15,800 followers over two years (190%).

Weibo increased from 132 to 5,000 followers over two years (3,687%).

Team won 2019 New Zealand Tourism Award for Best Industry Connections.

Team won 2018 Leading Light Award for Best Not For Profit.

Team were finalists in 2018 New Zealand Tourism Awards for Industry Alignment Award.

Social Media Advisor

Auckland Transport, New Zealand

August 2016 – January 2018

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 of its launch.

Auckland Transport Twitter account increased by 60% in ten months.

New Zealand Social Media Awards Finalist for Post of the Year: *Spread The Jam*.

Onl ine Editor

Auckland Transport, New Zealand

December 2013 - Present

Responsibilities:

- Daily website maintenance and content updates. Design campaign pages using custom CSS and HTML.
- Enhance user experience by meeting web publishing standards, accessibility standards and government web standards.
- Stakeholder management.
- Provide expertise and support for development of content and web services that integrate with the web site, databases and cornerstone systems.
- Provide business units with scheduled Google Analytics reports and provide insights.
- Manage the Youtube platform and ensure videos meet accessibility standards.
- Interact with relevant departments and stakeholders to optimize their content online.
- Train and mentor other online editors as well as compile training material and guidelines.
- Develop social media guidelines & policies, web style guidelines, conduct weekly reviews of existing social media platforms (Twitter) and set up new social media platforms (Instagram).
- Develop content strategies, templates and conduct content audits.
- Assist Marketing with social media promotions, competitions and act as digital advisor on campaigns.

Achievements:

Won 6 internal Values Champion awards for my work with business units.

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

Onl ine Editor

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

March 2011 - November 2013

Responsibilities:

- Maintained and updated website content daily.
Developing and implementing content strategies.
- Maintaining and updating websites daily with video/written/photo/audio content, all while utilising best SEO

practice.

- Updating radio host content.
- Managing social media platforms for The Edge, Mai FM and The Rock: Facebook, Twitter, Tumblr and Youtube. Developing online promotions from brainstorm through to the finished product.
- Filming, designing, editing online graphics and videos.
- Compiling weekly and monthly online traffic reports using Effective Measure, Nielsen and Google Analytics. Updating and creating content for The Rock app on iPhone and Android.
- Creating and distributing monthly EDM's to the brand database. Met monthly traffic targets and KPIs for all three websites.

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 networks 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.
- Designed online graphics using Photoshop.
- Implemented SEO on the website and produced monthly online traffic reports.
- Helped put the magazine to print each month (proof reading, sending pages through to the printers).
- Wrote feature articles and reviews for the magazine.

Achievements:

Increased unique browsers to SWG online by over 100% in 6 months.

Project managed the Saltwater GIRL website redesign and content migration.

O nline Content Manager

SPF Multimedia, Timaru, New Zealand

April - November 2009

Responsibilities:

- Created and managed content for websites using Joomla and Dreamweaver.
- Designed images, banners, floor plans for web sites in Photoshop, Illustrator and Adobe Flash.
- Created menus and modules for websites.
- Utilized extensions and components for websites.
- Created animated adverts for an online kiosk using Flash and Illustrator.
- Stakeholder management: Worked with clients and taught them how to use the CMS.
- Content migration for Timaru District Council.

References

Available upon request.