

Kim Jade Jacobs

+27 66 204 0011 | kimjade54@gmail.com | LinkedIn: TBA

Professional Summary

Remote-ready digital marketing and operations professional with proven experience working across distributed teams and cloud-based systems. Brings a strong foundation in content marketing, campaign coordination, payroll administration, and executive support, with the discipline and communication skills required for fully remote work. Demonstrated success in managing end-to-end digital campaigns, producing high-performing content, and handling confidential payroll and HR processes with accuracy and compliance in virtual environments. Highly organised, self-directed, and comfortable working across time zones using collaboration tools. Seeking a fully remote role in digital marketing, creative coordination, or virtual administration where autonomy, accountability, and results matter.

Education

- **Marketing Management** – UNISA (Current)
- **Higher Certificate in Marketing (NQF 5)** – UNISA
- **Payroll Administration Services Diploma** – Payroll Education
- **Business Administration Learnership (NQF 4)** – WIKA Instruments
- **Matric** – Sir John Adamson High School (2014)

Certifications & Professional Development

Illustrator Essentials 1 – Oct 2024 | Copywriting Basics – Feb 2025

Core Competencies

Digital Marketing & Creative : SEO & SEM Campaigns | Content Strategy & Copywriting | Social Media Management (LinkedIn-focused) | Email Marketing & Newsletters | Graphic Design & Visual Content | Brand & Campaign Management

Analytics & Marketing Tools: Google Ads & Google Analytics | Marketing Automation Platforms | Canva, Adobe Creative Suite | Buffer, Publer, Rocketseed | A/B Testing & Performance Optimisation

Administration, Payroll & HR Support: Payroll Processing (VIP Sage) | ERS Biometric Systems & Timekeeping | Payroll Queries & Employee Support | Compliance Reporting (MIBFA, BBBEE) | HR Data Management & Audits

Professional & Remote Work Skills: Cross-Functional Collaboration | Stakeholder & Vendor Management | Executive & Diary Support (Remote) | Training Coordination & Onboarding | Written & Verbal Communication

Professional Experience

Digital Marketer

HC Group of Companies | Apr 2025 – Present

- Plan, execute, and optimise multi-channel digital marketing campaigns across SEO, paid search, email, and social platforms.
- Develop and test landing pages using A/B testing to improve click-through rates and conversions.
- Analyse campaign performance data and translate insights into actionable improvements.
- Collaborate with internal designers, content writers, and management to ensure campaigns align with brand guidelines and commercial objectives.
- Acting Manager during manager's maternity leave, assuming full managerial responsibilities.

Content Marketer

HC Group of Companies | Oct 2024 – Mar 2025

- Created high-quality blogs, case studies, and product-focused content that improved organic traffic and search rankings.
- Built and managed a structured content calendar to ensure consistent publishing and messaging.
- Wrote and designed LinkedIn posts and email newsletters to strengthen brand awareness and audience engagement.
- Supported SEO initiatives through keyword research and on-page optimisation.

Marketing Coordinator

HC Group of Companies | Jun 2024 – Sep 2024

- Coordinated internal and external marketing initiatives, including events, newsletters, and promotional campaigns.
- Liaised with suppliers and external partners, negotiating cost-effective solutions without compromising quality.
- Maintained brand consistency across all marketing materials and third-party collaborations.
- Assisted with campaign reporting and administrative support for the marketing department.

Payroll Administrator

HC Group of Companies | Jun 2022 – Jun 2024

- Managed end-to-end payroll processing using VIP Sage, ensuring accuracy, compliance, and on-time payments.
- Acted as the primary contact for payroll-related queries, resolving issues efficiently and professionally.
- Prepared and submitted statutory and compliance reports, including MIBFA submissions.
- Supported HR functions through employee data maintenance, reporting, and audit preparation.
- Improved payroll workflows, reducing errors and turnaround times.

Payroll Clerk

WIKA Instruments | Feb 2019 – Sep 2020

- Administered payroll for multiple employee categories, consistently meeting strict deadlines.
- Conducted payroll reconciliations and maintained accurate VIP Sage records.
- Managed biometric and manual attendance systems to ensure precise salary calculations.
- Assisted with payroll audits and compliance checks.

Skills Development Assistant

WIKA Instruments | Sep 2017 – Feb 2019

- Coordinated internal and external training programs aligned with organisational skills development plans.
- Managed BBBEE-related training documentation and reporting.
- Organised training logistics, including venues, facilitators, schedules, and materials.
- Handled staff communication and travel arrangements for training interventions.

Administration Clerk

WIKA Instruments | Apr 2016 – Aug 2017

- Drafted company policies, official correspondence, and internal reports.
- Maintained filing systems and internal databases to support operational efficiency.
- Performed reception duties, including call handling, visitor management, and meeting coordination.
- Provided general administrative support to management and HR teams.

Technical Proficiency

Creative Tools: Adobe Illustrator, InDesign, Lightroom, Photoshop (Basic), Canva

Marketing Platforms: Google Ads, Google Analytics, Buffer, Publer, Rocketseed, Google Workspace

Administration Systems: VIP Sage Payroll, ERS Biometric Systems, Microsoft Office Suite, Microsoft Teams, Zoom, Microsoft Planner

References available on request.