



MYIESHA

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Digital Marketing & Campaign Execution
- CRM & Marketing Automation (GoHighLevel)
- Email Marketing (Segmentation, Nurture, Broadcast)
- Social Media Management & Strategy
- Content Creation & Content Optimization
- Landing Pages & Funnel Management
- Facebook / Meta Ads (Basic-Intermediate)
- Data Analysis & Performance Reporting
- Graphic & Video Editing

TOOLS

- GoHighLevel
- Simplero CRM
- Mailchimp
- ClickFunnels
- Canva
- Filmora X
- Google Analytics
- Google Workspace
- Basecamp
- Slack
- Calendly
- Typeform

Results-driven Digital Marketing Specialist with hands-on experience in social media management, content creation, and campaign execution across multiple platforms. Proven ability to increase engagement by up to 67% through data-driven strategies, content optimization, and consistent multi-account management. Brings strong expertise in video editing, graphic design, and performance analytics, helping organizations enhance brand visibility, drive audience growth, and achieve measurable digital marketing results.

WORK EXPERIENCE

PLATFORM EXPERT

Labrador Transparency (Remote) | February 2026 – March 2026
(2 Months)

- Completed platform training, monitored content performance metrics, and supported data-driven decisions while managing multiple digital tasks in a remote environment.

DIGITAL MARKETING SPECIALIST (PRODUCTION TEAM)

Kreativ Kat | June 2025 – August 2025 (3 Months)

- Executed multi-platform digital campaigns, created branded graphics and video content, and improved engagement by 67% through trend-driven marketing strategies.

FREELANCE SOCIAL MEDIA CONTENT MANAGER

Remote | July 2024 – September 2024 (3 Months)

- Managed six Instagram accounts by scheduling and posting daily content, editing videos, and tracking performance to maximize reach and engagement.

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