

# ERIN BIRD

## DIGITAL SPECIALIST



### INTRODUCTION

I believe great marketing isn't just about staying active — it's about making people stop, feel something and remember your brand.

That's what I'm passionate about, and it's a skill I've refined over nearly five years.

At Frequent Media, I manage the full marketing portfolio for one of their biggest clients, leading strategy, content creation, campaigns and reporting across all major digital platforms.

I also oversee print, design and radio, but digital is where I thrive.

Being responsible for the entire process — from strategy to community management — has taught me how to balance creativity, performance and brand storytelling to deliver real results.

With a BCom in Digital Marketing, I bring a strong foundation in strategy, consumer behaviour and analytics, paired with hands-on experience building brands people genuinely connect with.

What I bring to your team: creativity, strategic thinking, analytical insight and a real passion for digital storytelling.

### SKILLS

- Digital Marketing
- Social Media Marketing
- Paid Advertising (Meta & Google)
- Content Creation & Graphic Design
- Video Editing
- Web Design
- Marketing Strategy
- Campaign Management & Optimization
- Analytics & Reporting
- Budget Management
- KPI Development & Measurement

### PROGRAMS

- Canva
- Cap Cut
- MailChimp
- Meta Business Suite
- Google Analytics
- Wordpress
- Adobe (Premier Pro, Illustrator, Photoshop)

### EDUCATION

**Hillcrest High School**  
Bachelors Pass  
2011 - 2015

**BCom Digital Marketing**  
Vega School Durban  
2019 - 2021

**Frequent Media**

Digital Specialist | January 2023 - Present

**Digital Marketing & Strategy**

- Lead full digital strategy, execution and optimisation across Instagram, Facebook, TikTok, LinkedIn, YouTube and Pinterest.
- Manage paid advertising, campaign planning, budgets and performance reporting.
- Create content across formats: short-form video, static graphics, blogs, website copy and email marketing.
- Community management, engagement and brand positioning.

**Creative & Design**

- Design all marketing collateral including social media graphics, print materials, billboards, product catalogues and signage.
- Develop creative direction for campaigns and ensure brand consistency across all touchpoints.

**Advertising (Above-the-Line)**

- Plan and manage full radio campaigns, including liaising with stations, organising scripts, talent and ad recordings.
- Oversee timelines, deliverables and cross-channel alignment.

**Project, Campaign & Client Management**

- Manage end-to-end marketing projects with complete ownership of planning, execution and reporting.
- Collaborate with internal teams, external suppliers and media partners.
- Ensure smooth workflow, deadlines and brand alignment across all departments.

**Frequent Media**

Junior Marketing Coordinator and Content Producer | August 2022 - January 2023

**Frequent Media**

Marketing Co ordinations and Implementations Intern | February - August 2022

**Reference:**

Jessica Nosworthy | (072) 954 8022

**Metrofibre**

Student Promoter | July 2021 - November 2021

Shane | (071) 889 1114

**Reference:**

**Fab Au Pair Agency**

Au Pair | Sep 2017 - Feb 2019

Kerry Hoar | (082) 890 1855

**Reference:**

**Hudsons, The Burger Joint**

Waitress | August 2017 - June 2018

Matthew Snyman | (083) 305 0728

**Reference:**

WORK EXPERIENCE

**Kayser Baird Insurance Brokers**

Commercial Underwriter Trainee | May 2017 - Aug 2017

Reference:

Claire | (079) 185 8787

**English Corner Language Centre (Bangkok, Thailand)**

English tutor | July 2016 - Mar 2017

Reference:

Mr Jung | +66 (02) 957 5474

**Bay Union Insurance Brokers**

Domestic Underwriter Trainee | Dec 2015 - Mar 2016

Reference:

Heather Ashton | (074) 210 0851

CONTACT

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Facebook



LinkedIn

PORTFOLIO



View my full portfolio [here](#)

Thank You

*Erin Bird*