

Lungisani Moyo

Digital Marketing Specialist | SEO, Paid Ads & Email Marketing

Johannesburg, South Africa | +27 676119811 | hello@lungisanimoyo.co.za | www.linkedin.com/in/lungi-moyo

Profile

Digital marketing specialist based in Johannesburg, focused on improving search visibility, campaign performance, and lead generation through SEO, paid advertising, and email marketing.

CORE SKILLS

- Search Engine Optimization (SEO)
- Google Ads & Facebook Ads Campaign Management
- Email Marketing & Automation
- Google Business Profile Optimization
- Analytics & Performance Tracking

TOOLS AND PLATFORMS

- Google Ads
- Facebook Ads Manager
- Google Analytics
- Google Search Console
- Google Tag Manager
- Google Business Profile
- Mailchimp
- HubSpot
- Canva
- Microsoft Excel

EXPERIENCE

Experience in managing Google Business Profiles, conducting SEO audits, building structured campaigns, and improving marketing performance through data-driven strategies.

Approach

I focus on aligning search intent, ad targeting, and follow-up strategies to improve traffic quality and conversions.

Campaigns are built with clear structure, proper tracking, and continuous optimisation based on performance data.

EDUCATION AND CERTIFICATIONS

- Google Digital Marketing and E-commerce (Coursera)
- SEO Certification (HubSpot)
- Email Marketing Certification (HubSpot)
- Digital Marketing Courses (Educourse)
- Excel for Reporting and Analysis

AVAILABILITY

Open to full-time, contract, and freelance digital marketing roles.