

## MARIKA MOVERLEY



**Job:** Paid Social Manager

**Company:** Soap Media

I design, execute, and optimise paid social media campaigns to drive conversions and engagement. My work involves data analysis, strategic planning, and creative development to meet client objectives.

Analytical

Driven

Creative

**The skills I use most in my job...**Data Analysis: Interpreting campaign performance metrics to make data-driven decisions.

- Strategic Planning: Crafting effective strategies to meet marketing objectives.
- Creative Development: Designing engaging ad creatives that capture audience attention.

- **Budget Management:** Allocating and optimising budgets to maximise ROI.
- **Client Communication:** Maintaining clear, proactive communication with clients to align on goals and expectations.

**The most interesting thing I've worked on in my career so far...**Leading a multi-channel campaign for a global brand's product launch, which involved coordinating with international teams, creating dynamic content, and achieving record engagement rates.

**What inspired me into digital and tech...**I was inspired by the endless possibilities for creativity and innovation that the digital world offers.

**My educational background is...**I have a HND in Business Marketing, where I honed my skills in consumer behaviour and marketing strategies. Professional courses and hands-on experience further developed my expertise in paid social media.

**What advice I'd give to girls thinking about a career in digital and tech...**Embrace your curiosity and don't be afraid to ask questions. The more you learn, the more confident you'll become.