

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.