

*Hello !!!*

## I'm Juanita Pieterse

**PROFESSIONAL DIGITAL & SOCIAL  
MEDIA MARKETING FREELANCER**

### My Work – Helping Businesses Grow Online

Hi, my name is Juanita and I have been in sales and marketing for over 25 years. From old-school to new school marketing, you will find my broad experience and skills a plus to your business needs. I am currently working as a freelancer and registered my freelance agency as Digital4U Marketing. As a freelance digital marketer, I specialise in helping startups, entrepreneurs, and small businesses create a strong online presence without the high costs of big agencies.

This portfolio highlights some of my most impactful projects in website design, SEO, Google Ads, social media marketing, and branding. Every project is tailored to meet a client's specific goals – whether that's driving traffic, increasing sales, or building a brand that stands out.

My approach: Affordable, personalised, and results-driven digital marketing.



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## EDUCATION

IT - TUKS UNIVERSITY 1993-1995

TRAIN DEVELOPMENT PROGRAM – MAURICE KERRIGAN (2008)

SOCIAL MEDIA MARKETING – UCT (2018)

GOOGLE ANALYTICS – GOOGLE (2020)

DIGITAL MARKETING – GOOGLE (2020)

LINKEDIN – BOOST (2020)

ELEMENTS OF AI - UNIVERSITY OF HELSINKI (2025 - CURRENT

## Skills

SOCIAL MEDIA

GRAPHIC DESIGN

DIGITAL  
MARKETING

CONTENT  
WRITING

PLANNING

DATA ANALYST

WEBSTIE DESIGN

CORPORATE  
BRANDING

GOOGLE ADS  
PPC

LEAD  
GENERATION

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## EXPERIENCE

- » **Digital4U Marketing**  
Freelance Marketing Director  
2020 - current  

As a Freelance Marketing Director, my role involved developing and executing innovative marketing strategies, conducting thorough market research, to create engaging Digital and Social Media Campaigns for my clients
- » **Onsite IT Group**  
Marketing & Sales Manager (Education)  
2019 - 2020  

Fostering creativity, embracing data-driven decision-making, and staying ahead of industry trends were key components of my experience. This role enhanced my strategic thinking, leadership abilities, and adaptability in the dynamic field of Digital and Social Media Marketing.
- » **Watkins Valeur**  
National Sales & Marketing Manager  
(Direct Sales Company)  
2013 - 2019  

Developing comprehensive Digital and Social Media Marketing strategies to enhance brand presence and drive revenue growth through Google Campaigns and Meta Ads. With effective leadership, market analysis, and strategic planning, I successfully optimized sales processes and implemented impactful marketing campaigns to achieve organizational objectives.
- » **Japan Tobacco International**  
Regional Sales & Marketing Manager  
(Retail & FMCG)  
2005- 2013  

I have effectively connected with customers through strategic marketing campaigns, utilizing market research and digital techniques to drive sales and enhance brand loyalty. This journey has honed my adaptability and deepened my understanding of consumer behavior, empowering me to create impactful and lasting business relationships.

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# Website Design & Development

I create modern, mobile-friendly, SEO-optimised websites that don't just look good – they convert. I specialise in WordPress/Wix & Elementor and more. My websites are built with performance and user experience in mind, ensuring clients can grow their business online.

Starting from R2 900

Mobile-friendly, SEO-ready website

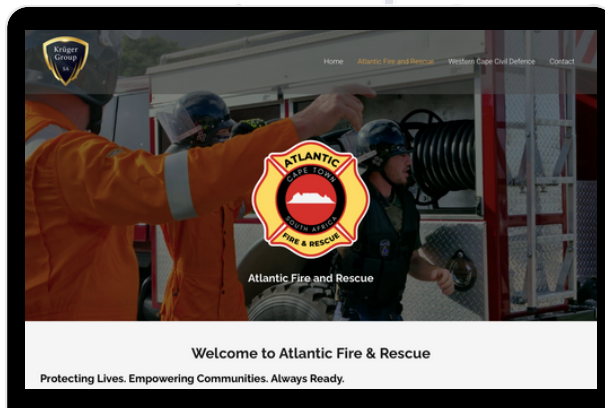
Up to 5 core pages (Home, About, Services, Contact, etc.)

Contact form & basic integrations

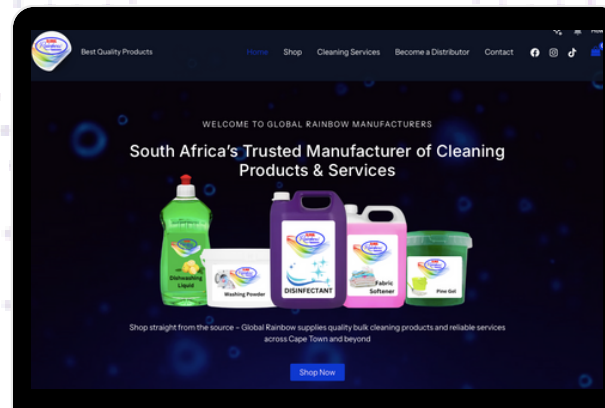
SSL Security Setup

Add-ons:

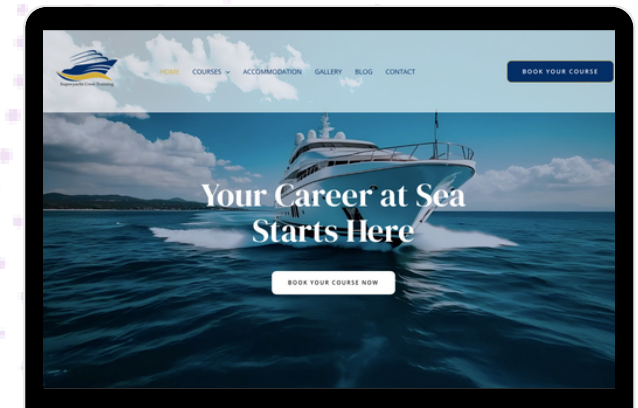
- E-commerce functionality (from R3,500 extra)
- Blog integration
- Custom design elements
- and more, depending on your needs



Atlantic Fire & Rescue



Global Rainbow Manufacturers



Superyacht Crew Training

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# Search Engine Optimization (SEO)

I've helped small businesses climb Google search rankings and attract more clients organically.

Examples of SEO results:

- A Cape Town service provider moved to Page 1 rankings within 4 months, resulting in 3x enquiries.
- An online store ranked for 15+ high-value keywords, boosting sales significantly.

My SEO strategies are practical, data-driven, and designed for long-term results.

Monthly Packages from R2,500

Keyword research & competitor analysis

On-page SEO optimisation

Technical SEO fixes

Monthly reporting & progress updates

Pro Package (from R4,500/month):

- Includes link building & blog content
- Rank tracking on 20+ keywords



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# **Google Ads (PPC) Management**

With smart targeting and budget optimisation, I've run Google Ads campaigns with 3x ROI.

Example Wins:

- A financial service client reduced their cost-per-click by 40% while doubling conversions.
- An e-commerce business generated R20,000+ in sales from a single campaign.

I focus on maximising results without wasting ad spend.

Campaigns from R1,000/month (excl. ad spend)

Keyword targeting & audience setup

Ad copywriting & extensions

Conversion tracking

Pro Package (from R4,500/month):

- Multiple campaigns (Search + Display + Remarketing)
- Monthly performance review





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# Social Media Marketing

I help businesses build brand awareness, engage audiences, and generate leads with organic and paid social media campaigns.

Example Projects:

- A lifestyle brand grew its Instagram by 3,000 followers in 2 months.
- A Facebook campaign generated R50,000+ in online sales in 6 weeks.

From content creation to paid ads, I provide strategies that work for small businesses.

Packages from R1,000/month

Account setup & optimisation

4-20 branded posts per month

Hashtag research & captions

Basic community management

Pro Package (from R4,500/month):

- Paid ad management



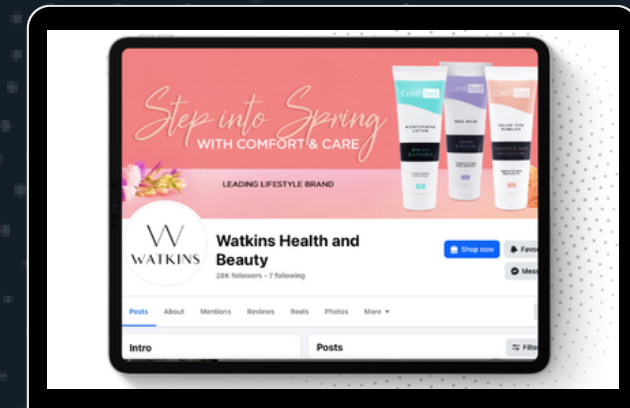
John Vorster Private Investigator



HairOptions South Africa



Atlantic Fire & Rescue



Watkins Valeur

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# Creative Design & Branding

I also provide branding and creative design services to give businesses a unique and professional identity.

Example: Full brand identity package for a local startup, including logo, stationery, and digital assets.

Brand Kits from R1,900

Logo design (3 concepts, 2 revisions)

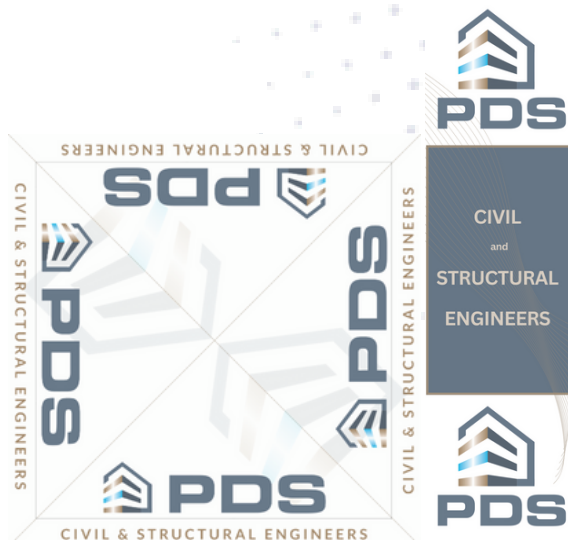
Social media templates (Canva-ready)

Business card design

Brand style guide

Full Identity Package (from R3,200):

- Logo, colour palette, typography, stationery, and digital assets



PDS Civil - Gazebo & Banners



Logo's & Branding



Afrikaans Hoër/Affies Hockey  
1<sup>st</sup> team Booklet 2025



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## Why Work With Me? JUANITA PIETERSE

- Affordable freelance pricing with professional results
- Personal attention to your project (no “agency shuffle”)
- Quick turnaround & transparent communication
- Proven success with South African businesses
- No long-term lock-in contracts

**GET IN TOUCH**  
*Let's Work Together*



+27 82 664 4447



[juanita@digital4u.co.za](mailto:juanita@digital4u.co.za)



[https://www.linkedin.com/  
in/juanitap/](https://www.linkedin.com/in/juanitap/)



[www.digital4u.co.za](http://www.digital4u.co.za)





## The University of Cape Town

*hereby certifies that*

**Juanita Pieterse**

*completed a short course with an estimated learning time of 100 hours, start date  
29 March 2018 end date 27 June 2018, in*

### **Social Media Marketing**

*16 July 2018*

  
\_\_\_\_\_  
Dean of Faculty



  
\_\_\_\_\_  
Course Convener

*Presented on the GetSmarter platform*

# Google Analytics for Beginners

Certificate of Completion

**Juanita Pieterse**

Awarded for successfully completing  
the course "Google Analytics for  
Beginners"





# Juanita Pieterse

is hereby awarded this certificate of achievement for the successful  
completion of **The Fundamentals of Digital Marketing** certification exam  
on **05/08/2020**

A handwritten signature in dark ink, appearing to read "Matt Britz".

President – Google EMEA



A handwritten signature in dark ink, appearing to read "Townsend Pamela Feehan".

CEO – IAB Europe