

- WEBSITES
- SEO
- GOOGLE ADS
- SOCIAL MEDIA
- DESIGN & BRANDING

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.

I'm a freelance digital marketer and web designer passionate about helping businesses grow through strategic online marketing, creative branding, and high-performing websites. My current projects include website development, SEO optimization, Google Ads management, social media marketing, content creation, and branding for businesses across industries including finance, hospitality, emergency services, beauty, and retail. I specialize in creating modern digital experiences that improve visibility, engagement, and lead generation while building strong, professional brands online.

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

Visit my website to get more information: <https://digital4u.co.za>



- [WEBSITES](#)
- [SEO](#)
- [GOOGLE ADS](#)
- [SOCIAL MEDIA](#)
- [DESIGN & BRANDING](#)

EDUCATION

MASTER OF CHATGPT - 2026

MASTER OF MIDJOURNEY - 2026

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

- [WEBSITES](#)
- [SEO](#)
- [GOOGLE ADS](#)
- [SOCIAL MEDIA](#)
- [DESIGN & BRANDING](#)

EXPERIENCE

»» **Digital4U Marketing**

Freelance Marketing Director
2020 - current

Founder and Freelance Digital Marketing Specialist at Digital4U Marketing, delivering tailored digital solutions for businesses across multiple industries. Specialising in website design, SEO, Google Ads, social media marketing, branding, and content creation focused on business growth and lead generation. Managing client strategy, creative direction, campaign execution, and online brand development from concept to completion.

»» **Onsite IT Group**

Marketing & Sales Manager (Education)
2019 - 2020

Fostering creativity through content creation and graphic design, 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.

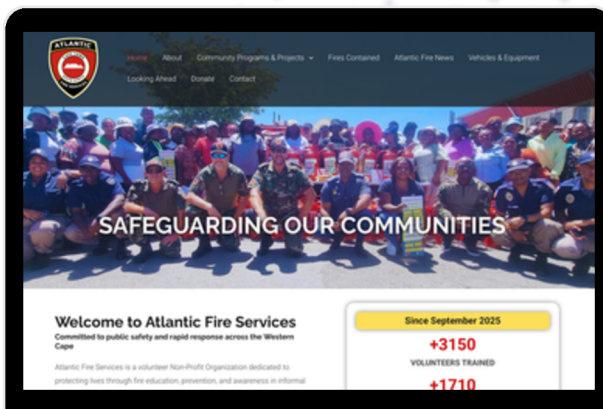
- [WEBSITES](#)
- [SEO](#)
- [GOOGLE ADS](#)
- [SOCIAL MEDIA](#)
- [DESIGN & BRANDING](#)

Website Design & Development

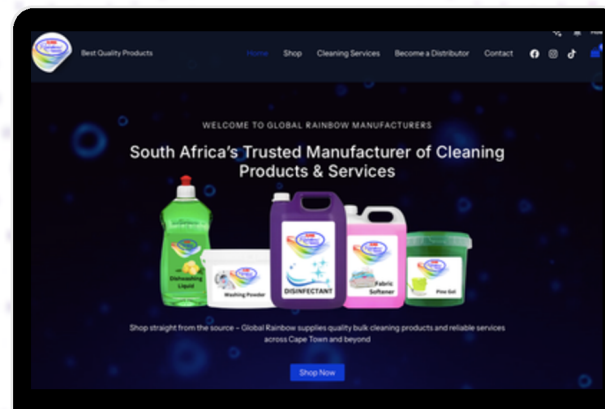
I specialise in building websites using powerful platforms such as WordPress, Elementor, and Wix, allowing me to deliver flexible, user-friendly, and visually engaging digital experiences. From clean landing pages to fully customised multi-page websites, I focus on combining creative design with functionality, performance, and SEO best practices.

My Website Design Skills

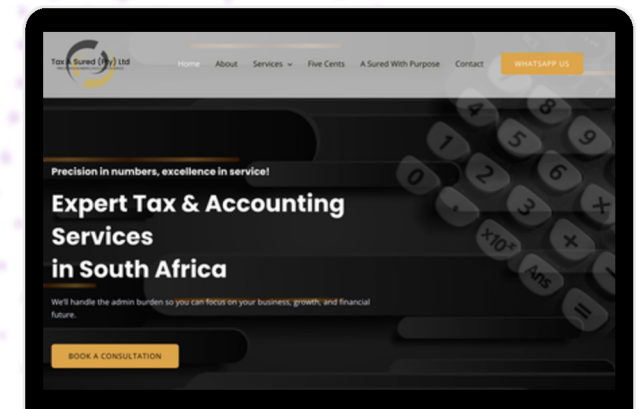
- WordPress Website Design & Development
- Elementor Website Builder & Custom Layout Design
- Wix Website Design & Optimisation
- Responsive Mobile-Friendly Design
- UI/UX Focused Website Layouts
- SEO-Friendly Website Structure
- Website Speed & Performance Optimisation
- eCommerce Website Development and more



Atlantic Fire & Rescue



Global Rainbow Manufacturers



Tax A Sured PTY Ltd

- [WEBSITES](#)
- [SEO](#)
- [GOOGLE ADS](#)
- [SOCIAL MEDIA](#)
- [DESIGN & BRANDING](#)

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



- [WEBSITES](#)
- [SEO](#)
- [GOOGLE ADS](#)
- [SOCIAL MEDIA](#)
- [DESIGN & BRANDING](#)

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



- [WEBSITES](#)
- [SEO](#)
- [GOOGLE ADS](#)
- [SOCIAL MEDIA](#)
- [DESIGN & BRANDING](#)

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



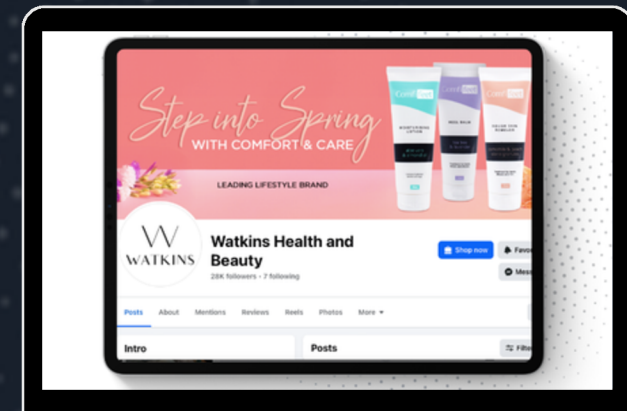
Tax A Sured



HairOptions South Africa



Atlantic Fire & Rescue



Watkins Valeur

- [WEBSITES](#)
- [SEO](#)
- [GOOGLE ADS](#)
- [SOCIAL MEDIA](#)
- [DESIGN & BRANDING](#)

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)

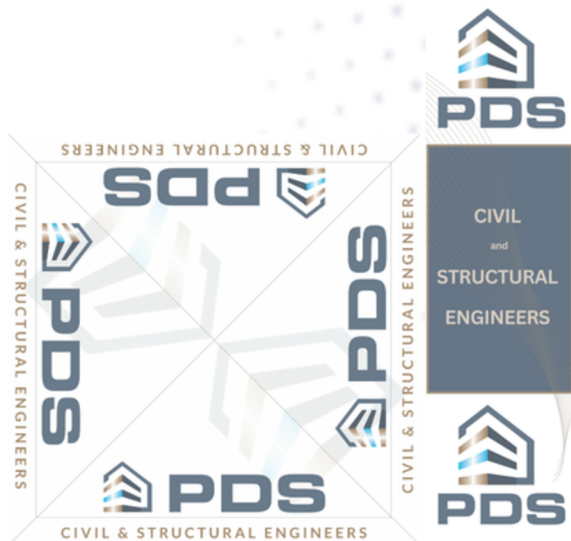
Social media templates (Canva-ready)

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 1st team Booklet 2025

- [WEBSITES](#)
- [SEO](#)
- [GOOGLE ADS](#)
- [SOCIAL MEDIA](#)
- [DESIGN & BRANDING](#)

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



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



www.digital4u.co.za



MASTER OF MIDJOURNEY

ISSUED TO

Juanita Pieterse

Awarded for the successful completion of the "Midjourney" guide, reflecting over 6 hours of in-depth training and skill development.

Date of issue

16 February 2026



Course Length

6 hours



MASTER OF CHATGPT

ISSUED TO

Juanita Pieterse

Awarded for the successful completion of the "ChatGPT" guide, reflecting over 6 hours of in-depth training and skill development.

Date of issue

31 January 2026



Course Length

6 hours



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"



Google Digital Garage

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**



President - Google EMEA



CEO - IAB Europe