



CONTACT INFORMATION

- +27 79 577 8941
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PERSONAL DETAILS

- Nationality:** South African
- Languages:** Afrikaans & English (Fluent)
- Location:** Durbanville, Cape Town

EDUCATION

B.Com Marketing Management
UNISA, 2021

National Senior Certificate (Matric)
Nelspruit High School, 2009

SKILLS & ABILITIES

- Planning and executing practical digital strategies aligned with business goals.
- Managing and growing Instagram, Facebook, TikTok, and LinkedIn accounts.
- Designing and editing visual and video content using Canva and CapCut.
- Updating and maintaining websites on Wix, WordPress, and Shopify.
- Tracking performance using Metricool and Google tools to guide content decisions.

TALYA MULLER

Digital Marketing & Content Lead

With 12+ years of experience in B2B marketing and over 5 years as a freelance consultant, I work with brands to lead their digital marketing, content, and related projects, combining strategy with hands-on execution.

WORK EXPERIENCE

Digital Marketing & Content Lead (Freelance)

Black Lime Digital (Self-employed) | January 2021 - Present

Plan and execute digital marketing strategies, manage social media and content, and oversee digital projects including website updates and branding initiatives.

- Work with businesses and individuals on a freelance or project basis
- Plan and lead digital marketing and content across social media and online platforms
- Manage day-to-day social media, content creation, and posting schedules
- Develop practical digital marketing strategies aligned with business goals
- Oversee content projects from idea to delivery
- Coordinate and brief designers, developers, and other creatives when needed
- Manage website content updates, product uploads, and basic site maintenance (non-technical)
- Support branding projects and rollouts by keeping timelines and deliverables on track
- Ensure consistent brand messaging across all digital channels
- Focus on results that make sense for the client's audience, goals, and budget

PREVIOUS POSITIONS

Key Account Manager & Sales & Marketing Coordinator:

Cape Fruit Processors (Pty) Ltd | January 2012 - January 2022

Office Assistant:

Cape Fruit Processors (Pty) Ltd | February 2010 - December 2011