



Ameera Miller

Digital Marketer | Content Creator

Creative digital marketer and content creator with 4+ years of experience in social media management, video production, and brand storytelling. Strong foundation in SEO, Google Analytics, and visual design with a passion for building engaging online communities.

Contact

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Email

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Nationality

South African

LinkedIn

<https://www.linkedin.com/in/ameera-miller/>

Portfolio

<https://www.ameeramiller.com/>

Skills

- **Marketing Tools:**
- Google Analytics, Google Ads, Facebook Ads, HubSpot
- **Design & Editing:** Adobe Premiere Pro, Canva, CapCut, Filmora Pro
- **Content Creation:** SEO, Copywriting, Community Management

Experience

Nov 2023 - May 2025

partnaer Pty (Ltd) | Cape Town, South Africa.

Content Creator

- Developed and implemented a cohesive visual identity across social media platforms, ensuring brand consistency and enhancing audience engagement.
- Designed engaging and on-brand graphics using Canva for various digital channels, tailored to campaign goals and audience needs.
- Edited short- and long-form video content using CapCut, aligning visuals with platform best practices and the brand's tone.
- Created and maintained monthly content calendars, integrating company milestones and relevant world events to increase relevance and reach.
- Supported online community management across social platforms and during live webinars, ensuring consistent engagement and timely responses.
- Leveraged AI tools - such as ChatGPT and Opus Clip, to streamline content workflows and enhance productivity, while carefully customizing outputs to reflect the brand's unique voice and aesthetic.
- Introduced new content formats such as carousels, interactive polls, or behind-the-scenes series to improve engagement.

Oct 2021 - May 2022

RushTush (Pty) Ltd | Cape Town, South Africa.

Social Media Manager

- Researched, wrote, and edited blog articles, newsletters, and social media copy to support cross-channel marketing efforts and drive engagement, brand awareness, and conversions.
- Planned and executed weekly and monthly content calendars in alignment with marketing objectives, seasonal campaigns, and audience insights, ensuring timely and relevant content delivery.
- Managed daily community engagement across platforms (Instagram, Facebook, etc.), responding to comments, DMs, and mentions to foster a loyal and interactive online community.
- Conceptualized, shot, and edited still and video content to visually represent the brand, maintaining a consistent tone, aesthetic, and messaging across all platforms.
- Provided frontline customer support through email, social media, and telephone, resolving queries, guiding purchase decisions, and reinforcing a positive brand experience through clear and empathetic communication.

Projects

• Creative Director & Photographer

Projects & Campaigns for Independent Influencer
March 2025 - present

Establishing creative direction for projects and campaigns.

Act as lead photographer to capture high quality images that fit the creative brief given by clients.

• Production Assistant

'Roll the Dice' | Homie Made Movies
August 2024

Served as a key point of contact across departments, with a focus on transport and logistics.

Managed a well-equipped production station to support daily operations.

Facilitated communication and resolved issues, escalating to the AD or Director when needed.

Provided consistent online support to ensure smooth production flow.

Languages

Basic:	Fluent:
Afrikaans	English
Spanish	Malay
Turkish	
Arabic	

References

References available upon request

Jan 2020 - Dec 2022

Sohlful Productions | Cape Town, South Africa

Videographer, Video Editor, Graphic Designer.

- Captured high-quality photography at social and corporate events, with content repurposed for promotional campaigns and digital marketing channels.
- Produced original YouTube and Instagram content in collaboration with local micro-influencers, enhancing reach and engagement.
- Developed creative briefs to guide content production, ensuring alignment with brand messaging and campaign objectives.
- Edited video content using Filmora Pro and Adobe Premiere Pro, delivering polished assets tailored to platform and production requirements.
- Contributed to the visual identity and promotional strategy of a podcast brand, supporting its launch and audience growth.

Jan 2021 - Dec 2021

TedXUCT | Cape Town, South Africa

Videographer, Video Editor, Graphic Designer.

- Photographed images during social and corporate events.
- Directed, filmed and edited TEDX talks.
- Created content for viewing during speaker events.
- Designed and created branding surrounding TEDXUCT's 2021 main event and created corresponding promotional posters.
- Managed TEDXUCT's social media to engage and manage with community in anticipation of upcoming events.

Certification

Jan - Jun 2022

Professional Diploma In Digital Marketing.

Digital Marketing Institute, Ireland.

Aug - Oct 2022

Foundation Program in Design Thinking.

Hasso Plattner D-School Afrika at UCT, Cape Town, South Africa.

Apr 2023

Certificate for Google Analytics for Beginners.

Google Analytics Academy.

May 2023

Search Engine Optimization Certification.

Hubspot Academy.

Education

2017 - 2021

Bachelor of Social Science specializing in Politics and Governance, and Sociology

University of Cape Town, Cape Town, South Africa.