

Julia Ranzani

Content Marketing at Creative Communications

Cape Town Area, South Africa, Western Cape, ZA

I do everything content.

Biography

I'm a media expert with in-depth know-how of advertising, marketing and promotion, plus solid understanding of online and mobile technologies. I combine media production skills with technical expertise and excellent writing skills in English and German. In short: I manage content and make it accessible and desirable to the target group across the media. I utilise these skills to ensure maximum return on investment, through online or mobile sales or long term improvement of brand perception. After 15 years of working for international blue chip companies, I'm available as an independent consultant for your media, marketing and content strategies. Specialties: Great Localisation Skills: Bilingual in English & German, fluent in French, Latin, basics of Italian & Dutch Handy IT Skills: Internet (Research, Measurement, Reports, Linking Strategy, SEO, IP, W3C, Usability, Accessibility), Windows, Mac, Microsoft Office, Microsoft Project, File Maker Pro, HTML, CMS (Volantis, Mobile 365, ez Publish, Liferay), Adobe CS5, CoolEdit, AVID, Adobe Premiere, Symbian, Android, WAP, API, SMS, MMS, USSD, GPRS, Bluetooth, QR codes, VAS, LBS, Apps, QA, UX, CS

Availability

Keynote, Panelist, Workshop, Corporate Training

Industry Expertise

Writing and Editing, Advertising/Marketing, Telecommunications

Areas of Expertise

Content Marketing, Mobile Marketing, Social Media Marketing

Sample Talks

New Media Marketing

Creative Communications has a strong social enterprise dimension to it. To have a positive impact on local communities Creative Communications actively helps empowering disadvantaged groups by teaching best practices for new media marketing.

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