

ASHLEY MALEPE

 +27 64 074 5865

 malepeashley@outlook.com

 South Africa, Gauteng

SUMMARY

I'm passionate about marketing and communications, with hands-on experience using tools like Zoho, Microsoft Project, Jira, Trello, and Monday.com to keep projects on track. I enjoy creating visuals with Canva, Figma, and Adobe InDesign, and I've dabbled in web design with WordPress, Webflow, and some basic HTML, CSS, and Python. I've worked across various fields, from water and hydrology to funeral services and logistics, always adapting quickly to new environments. I'm a problem-solver at heart, whether working solo or as part of a team. I believe in making the best out of any situation and love the challenge of turning obstacles into opportunities.

WORK EXPERIENCE

Project Coordinator, 1105Media

Jan 2025 - to date

- **Manage Event Campaigns** such as live webinars, summits, coffee talks, tech talks, etc on ON24 platform.
- **Handle Email Campaigns**, create/modify html eletters on dreamweaver (HTML and CSS). The emails' analytics are managed on Omeda or PostUp, sometimes Marketo Engage.
- **Lead Management** on a low-code platform powered by Zoho, this typically includes lead reviews, distributions, makegoods, financials and reporting.
- **High-level Reporting** on the campaigns, we used PowerBI, Excel to clean and present data to clients.



Website Management & Communications Specialist, SADC-GMI

Nov 2023 - Dec 2024

- Assist in **Event Coordination** which involves campaigning, branding, media coverage, videos, pictures and ad hoc onsite responsibilities.
- **Blog Writing** which involves Research, Interviews and stacking on WordPress.
- Responsible for **Social Media Marketing** managing LinkedIn, Facebook, Instagram, Twitter and YouTube Pages, social media posts, interactions/engagements and social media listening.
- **Wordpress & Graphic Design** through CANVA and FIGMA, creating and designing infographics, posters, placards, brochures, bulletins as well as **website management**.



Marketing Manager, TeCex

Feb 2022- Sept 2023

- Client Services, **Manage contracts for marketing campaigns** and marketing projects via Zoho and Monday.com.
- Build automated lead workflows, such as **assigning sign leads to sales reps, send follow-up emails, and trigger nurture campaigns**.
- Use Zoho Backstage to register **participants, send automated reminders, and track attendance**.
- **Conduct keyword research and optimize website content** for SEO using Google Keyword Planner.



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Marketing Assistant, TeCex

Feb 2021- Jan 2022

- Assist in the **production of multimedia content**, including videos and infographics, using Adobe Creative Suite and Canva.
- Analyze website traffic and user behavior** using Google Analytics to identify trends and opportunities for improvement and categorise our clients.
- Coordinate digital advertising campaigns** on Google Ads and LinkedIn Ads, monitoring performance and adjusting strategies accordingly.
- Conduct keyword research and optimize website content** for SEO using Google Keyword Planner.



Editor(Intern), MadibazNews

Feb 2020 - Nov 2020

- Proofread and edit** received articles from our journalists, and did source verification for the information contained in the articles. I would also source images if necessary, select which articles go to the blog and not on the newspaper.
- Write monthly editors' letters and articles**, offering insights, updates, and commentary to enhance reader engagement and provide a unique perspective on current events.
- Collaborate with marketing team**, ensuring content aligns with brand objectives and enhances audience engagement.



PORTFOLIO

[Please click here to view my Portfolio](#)

SPECIAL PROJECTS

- Junior Project Manager at Sendoff - Oct 2023 - Nov 2023
- UI/UX Designer at University of Johannesburg - Jul 2023 - Nov 2023
- UI/UX Designer at Osscripts - Mar 2024 - Jun 2024
- Marketing English Co-lecturer - Feb 2025 - Nov 2025

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EDUCATION

BA Media Communication & Culture

Nelson Mandela University

- Media studies, communications and Marketing, Media Law, Design & Editing

Notable Achievements

- Merit Award 2021
- Student Registration Assistant
- Computer Fundamentals Tutor
- General Lab Assistant
- Co-Curricular Record

Feb 2018 - Nov 2020



BCOM Information Systems

Feb 2021- Dec 2023

University of Johannesburg

- Information Systems, Project Management, Business Analysis & Development

Notable Achievements

- Business Analysis Tutor
- EPF Public Administration Hackathon Winner



SKILLS

- **Technical Skills:** Integrated Marketing Strategy, Copywriting, Data-Driven Decision Making, Cross-Functional Collaboration, Digital Content Creation, Social Media Management, Content Editing, Email Marketing, Graphic Design, Website Management& development
- **Languages:** English, Sesotho, Isixhosa, Isizulu, Setswana
- **Softwares:** Microsoft(Office, Power BI, Project), MailChimp, Adobe(inDesign, Photoshop, Audition CC), WordPress, Webflow, Figma, Canva, Jira, ClickUp, Monday.com, Trello, Zoho CRM, Zapier, Google Analytics, Google ADs, Linkedin ADs, HTML, CSS, Python

REFERENCES AVAILABLE UPON REQUEST

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RECOMMENDATIONS

- **Carmen Singery, TecEx** : “Ashley’s passion for marketing shines through in everything he does. He has a solid understanding of marketing principles, with hands-on experience in areas like social media management, email marketing, and campaign optimization. He stays up-to-date with industry trends and is always looking for ways to improve efficiency. With Ashley on your team, you’re getting someone who’s not just skilled but genuinely enthusiastic about contributing to your digital marketing success.”
- **Thabisile Sethaba, SendOff** : “Ashley Malepe has worked on our team at Sendoff for a period of 2 months. His dedication and hardwork made it pleasant working with him and I appreciate the attention he pays to detail. Additionally, he is very good at communication and interacting with people, and has many innovative ideas.”
- **Jude Mathurine, NMU** : “Mr Malepe demonstrated a capacity to methodically work through problems independently and under supervision even during his studies. His academic results – in particular his distinctions demonstrate this. His striving for excellence is also evidenced by his portfolio of work, as well as his campus media output at Madibaz newspaper where he took the role of Student Governance and Development editor in 2020. He was appointed Editor-in-Chief in 2021.”
- **Rofhiwa Mmamakhuthe, AIS** : “Ashley excelled in project administration, actively participating in project meetings and meticulously compiling detailed meeting notes. His keen attention to detail and proactive approach facilitated effective communication and collaboration among stakeholders.”