

CAROLINE B. NYADZAYO

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PROFILE SUMMARY

A seasoned marketer with over 15 years of experience across diverse markets and industries, including tourism, food and beverage service, advertising, and consumer goods. A diligent project manager who leverages transferable skills to adapt and thrive in dynamic roles. A servant leader and collaborative team player with strong interpersonal communication skills to inspire and motivate cross-functional teams. Holds a double degree in Hotel Management and Business (Human Resources) from Australia and is currently pursuing an MBA in Vancouver, Canada.

PROFESSIONAL EXPERIENCE

SENIOR CATEGORY MANAGER (STA) | Coca-Cola Africa Pty, South Africa 11/2023 – 05/2024

Led the strategic plan for South African heritage brand, Sparletta, resulting in volume growth of +6% vs prior year

- Leveraged research insights to build a compelling value proposition for regaining lost share in meals occasion
- Managed the agency RFP process for a 12-week Sparletta campaign, which led to Sparletta becoming a New Generation Award finalist and Assegai Bronze Award for the 'Best Integrated Campaign' of 2024
- Directed the 2024 Sparletta PR campaign in partnership with agency and South Africa's TV show 'Uzalo', reaching 8 million viewers and a surprise and delight stunt reaching 1.2million consumers across key stores

SENIOR MARKETING MANAGER | Coca-Cola Africa Pty Ltd, South Africa 04/2021 – 11/2023

Managed projects across multiple markets in Southern Africa (including Mozambique, Zambia, Namibia, Botswana), leading cross-functional teams on new product development projects and consumer-centric brand campaigns

- Launched Cappy Delight in Mozambique in just 5 months, repositioning the brand to No.1 in Juice and achieving 39.9% volume share by June 2023
- Executed a successful 'build a bike' promotion in Mozambique, delivering 16.4% sales growth for Fanta in 2022.
- Managed project for Fanta Apple launch in Namibia, achieving 13% volume recovery from double-digit decline
- Transitioned Botswana's Source Water brand to the Bonaqua global master brand, retaining 50.58% vol share.

SENIOR BRAND MANAGER | Coca-Cola Africa Pty Ltd, South Africa 11/2017 – 03/2021

Managed stakeholder engagement across 6 markets, co-creating joint business plans with 9 franchise bottling partners and B2B collaboration in retail stores and quick service restaurants

- Initiated an external partnership with Kellogg's Africa to collaborate on Fanta and Pringle's opportunities in SA.
- Collaborated with key customers, McDonald's and KFC, on annual joint plans to develop two successful in-store combo promotions for Stoney Ginger Beer (No sugar).
- Led cross-functional teams on reformulation and packing project for Fanta No Sugar with R&D and supply chain teams across 9 Southern and Eastern African markets

EDUCATION

Master of Business Administration | University Canada West, Vancouver, BC (Sept 2025)

Diploma In Professional Marketing (Digital Strategy) | Chartered Institute of Marketing, UK 2019

Bachelor of Business (Human Resources) | Griffith University, Queensland, Australia 2005

Bachelor of Hotel Management | Griffith University, Queensland, Australia 2005

CERTIFICATION

- **SEO Principles**, Semrush Academy 2025
- **Social Media Simternship**, Stukent 2025
- **Emergency First Aid and CPR/AED level C (Basic)**, Red Cross Canada/ Intensive Care Training Ltd 2025
- **Digital Marketing Associate, Digital Marketing Institute (DMI)**, Canada 2024

TECHNICAL COMPETENCIES: MS Suite: Word/Excel/PowerPoint/Project | Tableau | SEO | Canva | Google