

CAROLINE B. NYADZAYO

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Senior Marketing Leader - Multi-Brand | Multi-Market | Matrix Organizations

PROFILE SUMMARY

Senior marketing leader with extensive experience driving growth across complex, matrixed franchise systems. Proven ability to translate global brand strategy into locally relevant execution across multi-brand, multi-market portfolios. Recognized for strong stakeholder engagement, cross-functional leadership, and collaboration with bottlers, franchise teams, commercial partners, and agencies to deliver business objectives and sustainable growth.

PROFESSIONAL EXPERIENCE

Events Manager

Cocktails and Canapés – Vancouver, BC | Jun 2025 – Present

- Lead planning and execution of corporate, cultural, and private events, ensuring brand consistency and exceptional guest experiences.
- Collaborate with chefs and local vendors to curate unique, food-centric activations that elevate brand.
- Manage on-site logistics, vendor coordination, and safety compliance for events
- Develop event marketing collateral using Canva and digital communication tools (Slack, TPP).
- Strengthen client relationships through proactive communication, creative problem solving in real-time.

Category Manager (Marketing Lead), South Africa Franchise

Coca-Cola Africa Pty | Nov 2023 – May 2024

- Led end-to-end integrated marketing for a heritage beverage brand, delivering +6% YoY volume growth.
- Translated long-term brand strategy into clear GTM plans across digital, PR, TV, and owned channels.
- Owned campaign lifecycle including agency RFPs, creative briefing, media strategy, and KPI-based evaluation.
- Partnered with senior franchise, commercial, and agency stakeholders to align priorities and execution.

Senior Marketing Manager, East and Central Africa Franchise

Coca-Cola Africa Pty | Apr 2021 – Nov 2023

- Developed and executed annual marketing strategies across multiple markets including Zambia, Mozambique, Botswana and Namibia.
- Led Cappy Delight launch in Mozambique, achieving #1 market share (39.9%) through insight-led localization.
- Directed digital, social, and content strategy and language translation for Facebook, Instagram, and YouTube
- Led cross-functional collaboration with Sales, R&D, Supply Chain, and agencies in a matrix environment.
- Managed marketing investment and evaluated ROI and effectiveness against business objectives.

Senior Brand Manager / Category Lead, Southern & East Africa Business Unit

Coca-Cola Africa Pty | Sep 2019 – Mar 2021

- Partnered with Global Category teams to land global Fanta™ strategy across Southern & East Africa.
- Led regional growth strategies, adapting global direction to local consumer and market insights.
- Led Fanta No Sugar reformulation, aligning R&D, Supply Chain, and franchise teams on a harmonized solution across 9 markets.
- Established Monthly Marketing Reviews and system performance reviews to track volume, share, and execution.
- Partnered with commercial teams on joint business plans with QSR customers (e.g., KFC, McDonald's).

Brand Manager – Local (Heritage) Brands, South Africa Franchise

Coca-Cola Africa Pty | Nov 2017 – Sep 2019

- Led growth strategies for South Africa heritage brands using cultural and consumer insights.
- Delivered Stoney Extra Kwetsa™ product innovation, adding +1M unit cases incremental volume.
- Led Stoney packaging refresh and limited-edition heritage can design.

Operations Marketing Manager

Coca-Cola Central Africa – Zimbabwe | Apr 2016 – Oct 2017

- Coordinated regional franchise-bottler business plans to deliver volume, profit, and share growth.
- Led cross-functional collaboration across Marketing, Technical, PAC, bottlers, and commercial teams.
- Oversaw execution of marketing activations and Picture of Success standards.
- Served as a trusted marketing and brand advisor to franchisees, balancing commercial performance with brand integrity.

Marketing Manager – Simbisa Brands (Innscor Franchising Zimbabwe) | 2012

- Led marketing and brand communications for Zimbabwe's largest franchised food service portfolio, supporting multiple high-volume QSR brands within a complex multi-brand franchise structure.
- Co-created integrated marketing campaigns and promotional calendars for Chicken Inn, Pizza Inn, Creamy Inn, Bakers Inn, Dial a Delivery, and Steers.
- Supported menu optimization through refreshed menu boards, POS materials, and merchandising standards.
- Developed and distributed franchise marketing toolkits and guidelines, enabling consistent campaign rollout
- Acted as a key liaison between head office and franchisees, driving buy-in, resolving execution challenges, and supporting commercial performance.

Marketing Manager – Nando's Zimbabwe | 2010 – 2011

- Led the strategic repositioning of Nando's from QSR to a casual dining experience, aligning local execution with global brand standards and franchise governance frameworks.
- Worked closely with franchisees, restaurant managers, and operations teams to embed brand positioning into in-store experience, service delivery, and local marketing execution.
- Delivered integrated brand and trade marketing campaigns to drive brand equity, footfall, and transaction growth across the restaurant network.
- Collaborated with Coca-Cola on bundled meal promotions, aligning pricing, menu architecture, and operational execution to increase average spend per customer.

EDUCATION

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| • Master of Business Administration University Canada West, Vancouver, BC | 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
- **Social Media Simternship**, Stukent
- **Digital Marketing Associate, Digital Marketing Institute (DMI)**, Canada

TECHNICAL COMPETENCIES: MS Suite: Word/Excel/PowerPoint/Project | Tableau | SEO | Canva | Social Media Platforms (Meta, LinkedIn, TikTok) | SAP | Quarto | Visual Studio | GitHub | Project Libre | TPP | Slack