

Lesego Sindane

The Orchards, Pretoria

LesegoSindane.28@gmail.com | 069 492 0945 | [LinkedIn](#)

: Self-built Portfolio website: <https://lesego-sindane.github.io/LesegoSindane.github.io/>

Professional Profile

I am a multi-faceted and driven candidate with a background in **Agricultural Business**, **Digital Marketing**, and now **Web Development**. While my experience is still growing, I make up for it with grit, resourcefulness, and a hunger to learn. I bring a unique blend of analytical, strategic, and creative thinking to every project, and I'm eager to contribute to innovative digital spaces through content, code, and communication.


Technical Skills

- **Web Development:** HTML, CSS
 - **Marketing Tools:** SEO, CRM (HubSpot), CMS (WordPress), Email Marketing
 - **Design Tools:** Canva (Basic), Visual Design
 - **Office Tools:** Microsoft Office, Google Suite
 - **Analytics & Platforms:** Familiarity with marketing analytics and dashboards
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Experience

Digital Marketing Intern

Phambily Analytics – June 2025 – Present

- Supporting marketing calendar planning aligned with campaign goals
 - Exposure to analytics reporting, SEO planning, and email outreach
 - Collaborating with digital team to streamline content across platforms
 *Reference:* Elizabeth Booi – ebooi@phambilyanalytics.com
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Education

Bachelor of Agricultural Business Management

Stellenbosch University – Completed Dec 2024

- Double Major: Agricultural Business & Marketing
 - Leadership: Residence Committee – Mental wellness & internal communication
 - Relevant Coursework: Digital Marketing, Consumer Behaviour, Market Research, Strategy
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Certifications

- SEO & Digital Marketing – *HubSpot Academy* (Apr 2025)
 - HubSpot CRM for Growth – *HubSpot Academy* (June 2025)
 - TEFL Certificate – *TEFL Universal* (May 2025)
 - Metanoia Leadership Training – *Frederik Van Zyl Slabbert Institute* (2020)
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Languages

- English, Sesotho, Setswana (Fluent)
- Sepedi, isiZulu (Advanced)
- isiXhosa (Intermediate)
- Afrikaans (Basic)