

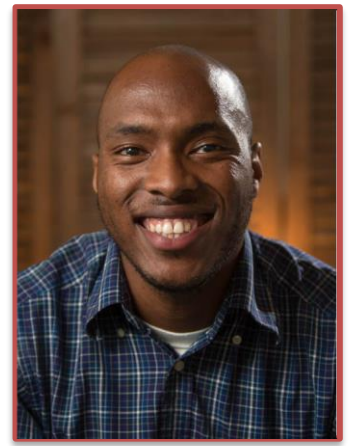
Ndabenhle Mahluza (BA)

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[LinkedIn Profile](#)

Languages: English, Conversational SiSwati and IsiZulu, Intermediate Japanese



Education

- ◆ Gordon Institute of Business Science (GIBS) (#42 Worldwide)
Johannesburg, South Africa (Nov 2018)
Post-Graduate Diploma in Business Administration
 - [Final Assignment](#) (Authored Sections: 2.1, 2.3.5)
 - Awards: Top Student in Microeconomics
- ◆ University of North Carolina at Chapel Hill
Chapel Hill, USA (Aug 2015)
Bachelor of Arts: Media and Technology Studies and Production

Certificates

- ◆ IBM Applied Data Science Specialization
Coursera (Feb 2019)
 - Python for Data Science
 - Data Analysis with Python
 - Data Visualization with Python
 - Applied Data Science Capstone
 - ✦ Final Project: [Presentation](#), [Report](#), [Code](#)

Bio

Ndabe is a warm individual who has a heart for service. As a connector with cross-cultural experience, he has an ability to bring people from different backgrounds together and create harmonious work environments. He also has a keen interest in using data to explain and predict business outcomes. When he isn't reading up on business or studying data science, he is writing music or practicing storytelling and video production—skills developed from his marketing background, which he uses to enhance presentations. He recently completed and received a certificate for 'Applied Data Science', a 4-course specialization by IBM on Coursera. He also finished an automation project, PR (Public Relations) Bot, for Nielsen Sport South Africa. This experience has made him realise that he has an interest in helping businesses optimize their operations through the use of Robotic and Cognitive Process Automation. It has also led to him developing an interest in machine learning, specifically deep learning algorithms. He is currently seeking an opportunity to develop himself in this area.

Work Experience

Freelance Projects (Jan – March 2019)

- PR Bot: An automated online public relations checking system – [Video Presentation/Demonstration](#)
 - Executes process six times faster than a person with equivalent accuracy (97%)
 - Frees employees up to do more stimulating and value-adding work

Nielsen, Data Business Leader Intern – Johannesburg, ZA (Aug – Sep 2018)

Nielsen is the largest market research company in the world and uses data science to help its clients succeed.

Responsibilities:

- Proactively automated PR tracking process using Python. PR Bot will significantly boost productivity.
- Wrote Python scripts that combined and merged large data sets for easier processing
- Conducted coverage analyses that boosted client confidence in Nielsen data
- Taught a colleague Python to assist with the division's migration from R to Python

Bushfire 2017, Assistant Head of Golden Lounge – Swaziland (Apr – Jun 2017)

Bushfire is a premier music & arts festivals that is attended by approximately 27 000 people.

Responsibilities:

- Used technical drawing and graphic design to create visually appealing festival maps
- Coordinated 7 teams with a sub-total of 15 teams to deliver a seamless experience for 2350 VIP customers

[Festival Maps](#)

Story Driven, Content Creator – Durham, North Carolina (Jan – Sept 2016)

StoryDriven is a startup, and 8-time Emmy Award winning video marketing firm.

Responsibilities:

- Applied the Story Brand 7 communications framework to help clients clarify their messaging
- Employed advanced storytelling techniques to grab the attention of audiences and call them to action
- Made 4 high quality story videos for a client conference in a short timespan under the #Next campaign

[Portfolio](#)

Volunteer History

V4C, Video Producer – Durham, NC (2016)

Videos for Causes is a Christian initiative to make free promotional videos for NGOs that need help fundraising.

Projects:

- [Roger](#): A Honduran doctor finds his purpose helping the poor in his community

Community Empowerment Fund, Advocate – Chapel Hill, North Carolina (June 2012 – Oct 2014)

CEF is an American non-profit that partners relationship-based support with financial services to lift its members out of homelessness and poverty.

Responsibilities:

- Helped members craft resumes, as well as apply for jobs and welfare
- Worked with a member who went from being homeless to living in his own apartment
- Ensured that junior advocates were coping well and that no members fell through the cracks

Skills



Data Analysis

- Python
- Excel



Presenting

- PowerPoint
- Public Speaking



Programming

- Python



Customer Service



Marketing

- Storytelling
- Video Production



Basic Graphics Design

References

- ♦ Jason Naicker – Data Science Leader, Nielsen Africa & Middle-East
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- ♦ Nathan Clendenin – CEO, StoryDriven
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