

## Professional Summary

I'm a Marketing & Communications Specialist with hands on experience planning, and executing campaigns, from SME supplier development showcases to technical training events and Women in Engineering programmes. Before this, I spent three years in sales, which taught me how to connect with people, persuade effectively, and consistently deliver results. I love building brand stories, whether that's creating multilingual marketing materials in Adobe Creative Suite, putting together decks for SMEs, or using Python, SQL, and Azure to turn complex data into clear, actionable insights. I track and present results using Power BI and Excel, making sure every campaign is backed by data and aligned with clear objectives. I manage campaigns in Zoho and Salesforce, run targeted email marketing through HubSpot, and use Power Automate to streamline reporting and save time. I've worked closely with SMEs, event teams, and technical specialists to create engaging content, deliver impactful presentations, and pitch ideas to decision-makers. Overall, I bring a mix of creativity, technical skills, and real-world marketing experience, all focused on building communication systems, content, and events that boost engagement, meet compliance requirements, and drive growth.

## Education

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### Bachelor of Commerce, Marketing Management (NQF 7)

- University of South Africa (UNISA) | 2025 – 2027
- Financial Accounting Principles, Commercial Law, Integrated Marketing Communication, Economics IA.

### Diploma, Marketing Management (NQF 6)

- Boston City Campus & Business College | 2022
- Marketing & Branding, Advertising, E-Marketing, Social Media, Sports Marketing.

### Higher Certificate, Data science (NQF 5)

- MICTSETA (Pending Certification) | 2025
- Data analysis, Machine Learning, Data Visualization, Data Base Management, Python.

### Senior Certificate, Matric (NQF 4)

- Richards Bay Secondary School | 2018
- Subjects: Physical Science, English, Life Sciences, Geography, IsiZulu, Life Orientation.

## Work Experience

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### Junior Marketing Coordinator – Operations

#### *Initium Venture Solutions (Full-Time) | 06/2025 – Present*

- Designed and implemented multi-channel marketing campaigns (email, social media, events, and digital ads) to drive brand visibility and lead generation.
- Created tailored content including ad copy, social media posts, newsletters, brochures, and web content, ensuring alignment with the company's brand strategy.
- Managed the promotion and positioning of Initium Venture Solutions, increasing awareness of training programmes and enterprise development services.
- Set up and optimised email campaigns and nurture funnels, leveraging database segmentation, personalised templates, and analytics tracking to improve open and click-through rates.
- Conducted market research, competitive analysis, and forecasting to inform campaign strategy and support decision-making on programme positioning.
- produced multimedia marketing collateral (flyers, graphics, reports, videos, and branded toolkits).
- Organised and coordinated promotional events, workshops, and team-building activities, ensuring high attendance, smooth logistics, and measurable impact.
- Deployed end-to-end marketing campaigns from ideation to execution, monitoring performance against KPIs such as ROI, CTR, and lead conversions.
- Built and maintained lead generation databases, implementing tracking systems for online marketing activities and analysing campaign results to suggest improvements.
- Created and edited multimedia content, graphics, videos, presentations, using Adobe Creative Suite.

- Maintained and updated the Initium website, ensuring accuracy, brand consistency, and timely uploads of new programmes and initiatives.

### **Communications Officer – Enterprise & Supplier Development (ESD)**

**Sasol (Learnership) | 06/2024 – 05/2025**

- Designed and rolled out communication plans for 50+ SMEs across the SME Solar Energy Solution Programme, and other ESD initiatives, using channels such as email updates, LinkedIn campaigns, and exhibition noticeboards.
- Aligned all messaging with safety requirements for site visits, programme compliance standards, and Sasol's supplier development and transformation objectives.
- Created feedback loops through post-event surveys, quarterly SME check-ins, and one-on-one consultation sessions with SME owners and programme managers.
- Partnered with ESD specialists and SME representatives to co-create storytelling content, including safety success features, spotlights, and recognition profiles celebrating SMEs achieving funding, contracts, or innovation milestones.
- Produced campaign-specific multimedia content in English and isiZulu, including videos, infographics, investor-ready pitch decks, and branded social media toolkits for SMEs.
- Managed time-sensitive communication during key moments, such as programme application deadlines, funding approval announcements, and real-time updates during exhibitions and hackathons.
- Coordinated high-visibility events including Women in Engineering, Grade 8 Girls Hackathon, SME exhibitions, and supplier readiness workshops, ensuring maximum SME participation and media coverage.
- Led recognition initiatives such as "SME Spotlight" features in quarterly reports and Sasol's internal channels, celebrating operational excellence, innovation, and sustainability practices.
- Utilized my Sasol Brand Training to ensure all marketing packs, collateral and materials met Sasol's strict brand rules, guidelines and requirements.
- Tracked and reported campaign performance through Power BI dashboards, measuring event attendance, SME engagement, and campaign reach for quarterly and annual reports.

### **Data Analyst Intern**

**South 32, Hillside (Internship) | 07/2023 – 06/2024**

- Converted 1,000+ paper records into structured digital datasets, ensuring compliance and audit readiness through accurate record-keeping.
- Automated data validation and reporting using Python, SQL, and Excel VBA, reducing manual work hours and improving accuracy.
- Built interactive Power BI dashboards that highlighted KPI trends, operational bottlenecks, and performance insights, enabling data-driven decisions.
- Applied ETL processes (extract, transform, load) to prepare and model datasets for analysis.
- Collaborated with IT and Communications teams to improve data governance, metadata management, and reporting workflows.
- Developed self-service dashboards that empowered operations, HR, and engineering teams to explore insights independently.
- Implemented data quality checks and anomaly detection scripts to enhance accuracy and reliability of business reports.
- Delivered training materials and ran workshops to upskill staff on data visualisation, BI adoption, and digital literacy.
- Maintained data documentation, process maps, and business intelligence reports for cross-departmental use.
- Supported teams in data entry, database updates, and documentation, ensuring smooth workflow between IT, operations, and communications.
- Attended daily team meetings to review KPIs, discuss process improvements, and plan reporting tasks.
- Applied cloud-based analytics concepts (Azure, Power BI Service) for real-time dashboard sharing across business units.

### **Media, Marketing & Brand Officer**

**Empangeni High School (Fixed-Term Contract) | 01/2023 – 07/2023**

- Managed integrated digital campaigns across Facebook & Instagram Ads, achieving measurable audience growth and increased community event attendance.
- Produced multimedia content (graphics, videos, content, live coverage) for multi-platform publishing, driving a boost in engagement.
- Secured R80,000+ sponsorships through compelling proposals and relationship-building with local businesses.
- Implemented SEO practices and optimized school's social presence, ensuring higher visibility and digital footprint.
- Wrote press releases and secured media coverage, amplifying brand reputation and stakeholder awareness.
- Produced daily multimedia content (short-form video, reels, stories) aligned to audience insights and engagement

trends.

- Monitored performance using Google Analytics and Meta Insights, providing reports on growth.
- Designed and branded school uniforms, mascots, and collateral, reinforcing identity and community pride.
- Developed email marketing newsletters and engagement campaigns that improved parent–school communications.
- Organised school events and parent, teacher engagement sessions, managing ticketing, logistics, and communications to ensure smooth participation.
- Built feedback mechanisms for parents, including surveys and polls, to incorporate their input into school initiatives and event planning.
- Created content that informed and connected parents with school updates.

#### **Sales Consultant – Team Leader**

**CCI South Africa (Full-Time) | 03/2019 – 01/2023**

- Handled high-volume inbound and outbound sales calls for major telecoms and insurance clients (Vodacom, MTN, and Sanlam campaigns), converting leads into paying customers through need-based selling.
- Consistently ranked as a top performer within national campaigns, maintaining 20%+ conversion rates and 90%+ QA scores, exceeding company benchmarks across Vodacom, MTN, and Sanlam accounts.
- Closed a high volume of premium sales through consultative selling, upselling, and cross-selling, contributing to a monthly uplift in campaign revenue
- Used sales scripts and objection-handling techniques to promote airtime packages, mobile contracts, and financial products, matching offers to customer needs.
- Consistently met and exceeded daily and weekly KPIs including conversion rates, average talk time, QA scores, and upsell success, securing both new sales and add-on products and packages.
- Recognised for exceeding quarterly targets and delivering one of the highest sales outputs in the region, often outperforming peer groups across multiple campaigns.
- Resolved client queries and escalations on-the-spot, ensuring positive customer experience and high retention.
- Built and nurtured a personal pipeline of repeat clients and high-value prospects, increasing long-term retention and account value.
- Ensured strict compliance with POPIA and industry standards in handling customer data, strengthening client trust and brand reputation.
- Consistently delivered strong ARPU, low churn, and high customer satisfaction, helping position CCI campaigns as revenue leaders within the business unit.

#### **Certifications**

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##### **Microsoft Azure Data Fundamentals: DP-900 (Microsoft)**

Core Data Concepts, Relational Data in Azure, Non-Relational Data in Azure, Modern Data Warehouse & Analytics.

##### **Advanced Statistics for Data Science: The Johns Hopkins University**

Mathematical Biostatistics Boot Camp 1/2, Probability and Statistics, Linear Models, Data Analysis.

##### **Essential Skills in Adobe Photoshop (Adobe)**

Navigating and Customizing Photoshop Tools, Image Editing Techniques, Photo Retouching, Typography and Text Effects.

##### **The Fundamentals of Digital Marketing (Google)**

SEO, SEM, content marketing, web analytics, social media, email marketing, and mobile strategy.

#### **References**

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