

LERATO NDHLOVU


DIGITAL MARKETING
SPECIALIST


SPECIALIZATIONS

- Search Engine Optimization
- Paid Advertising
- Community management
- Ecommerce
- Social media
- Conversion rate optimization
- Wordpress web design


WORK EXPERIENCE

CONTACT INFORMATION

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 064 6171 767

 leratondhlovu5@gmail.com

 [LinkedIn: Lerato Ndhlovu](#)

Ecommerce specialist + Web Design

GROWY

JUNE 2021 TO PRESENT

- Developing and sourcing content for an eCommerce platform.
- Researching and deploying paid ads
- SEO and SEM optimization
- Designing and implementing features for an online store using wordpress

Sales Consultant

"EDGE FIELD MARKETING

JUNE 2019 TO DEC 2019"

- Achieved agreed-upon sales targets offering TymeBank's services.
- Assisted new and current client base regarding complaints and service inquiries
- Presented daily sales reports to managers

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DIGITAL MARKETING
SPECIALST

EDUCATION BACKGROUND

University of South Africa

BCOM LAW, CLASS OF 2023

- Business Management
- Financial Accounting and Reporting
- Commercial law
- Economics
- Entrepreneurial law
- Taxation of Business

Digify Africa

DIGITAL MARKETING, CLASS OF 2021

- Digital marketing strategy
- Paid Advertising
- Social media strategy
- Content Marketing
- Data analytics
- E-Commerce
- Fundamentals of website programming

CERTIFICATIONS

Fundamentals of digital Marketing

IBM- Data science and Analytics

Facebook community management

Facebook Marketing Associate

IBM- Design thinking

