

Nelisa Maqungo

Web Developer /
CRM Specialist

Nelisa Maqungo

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About Me

I'm a dynamic professional with a track record on websites like Lil-Lets, Dunlop, Belgotex, Illovo, Snowflake, The Dose, Goodleaf, Africanpure, and Goodmind. Armed with a Postgraduate Diploma in ICT, I'm certified in HTML5, CSS3, and JavaScript, recognized by Microsoft and have Google Analytics and Digital Marketing Certificates. In 2023, I participated in McKinsey's Forward Learning Program, adding strategic depth to my journey. Now, I'm eagerly anticipating my Master's this year, envisioning a future where my skills thrive in the ever-evolving world of technology.

Experience

Travelstart / Technical CRM Specialist

2023 - PRESENT, CAPE TOWN

Create new email templates using HTML & CSS and running A/B Tests
Built and managed email marketing, web and mobile push notification and in-app deals campaigns using the WebEngage platform, establishing and monitoring them.

Designed and distributed email newsletters via WebEngage and Mandrill, resolving any HTML or CSS issues.

Updated and amended content management systems when required.

Developed campaign briefs for collaborative, regionally targeted or new lead targeted campaigns across departments.

Defined specific target audiences and customer segments for individual campaigns.

Processed customer unsubscribe requests

Produced weekly and monthly campaign performance reports using WebEngage, Mailchimp, Mandrill and Qlikview business intelligence solutions.

Instituted tracking methods for cooperative creative campaigns between departments.

Built behavioural canvases to automatically facilitate customised user journeys and experiences.

Goodleaf/ Web Developer

2021 - 2023, CAPE TOWN

Maintain the front-end aspects of all websites groups of the companies and brands.

Bringing concepts to life in website CMSes using relevant template language and HTML/CSS/JavaScript + JS frameworks as well as visual builders.

Web interface development

Converting designs to web templates from XD, Photoshop and other

relevant design programs
Use of CSS / JS animations to enhance user interfaces Maintain best UX oriented dev
Optimizing page load speed
Build with best SEO practices
Splicing and managing marketing asset
Newsletter and remarketing email campaigns. Transactional emails
HTML5 banner ads
Managing website performance and content as supplied by the creative and marketing teams. Interpret Google Analytics and Search console data into usable information for website enhancement.
Work with third-party professionals and agencies on the technical implementation of SEO strategy, digital advertising, and social media.
Implement and maintain logic trees for intelligent bots and AI widgets such as automated live chat to enhance consumer experience and customer service.

Mr D Food / CRM Assistant

2020 - 2021, CAPE TOWN

Set up, check and schedule mailers, push notifications & in-apps on Braze.
Run 4 Marketing calendars and Ad Hoc tasks.
Set up and send on Mailchimp and Mandrill.
HTML & CSS fixes to emails.
Changes on CMS
Briefing in campaigns for intergroup, new area and leads base.
Set up target users or segments for campaigns.
Run Zendesk unsubscribe tickets.
Weekly and Monthly reporting for various campaigns using Braze, Mailchimp, Mandrill and Qlikview.
Copywriting for push notification when needed.
Set up survey mailers.
Set up trackers for intergroup creative.
Set up canvas to automate user journeys

NoLogo Studios / Junior Support Software Developer

2019 - 2019, WESTVILLE

1st - 3rd Line Support
Training users on new innovation system
Perform application support for clients
HTML, CSS, JS, C# coding changes
Changes on CMS
Daily Tawk To Live Chat session
Working with ticketing system (Teamdesk)
Communications via Social Platforms with various clients
Creation of user manuals
Work with team lead on efficiency plans / innovations Deploys to staging & Live
Fixing / Reporting Bugs
Stress Testing
Monthly Reports
Run/Compile SQL reports
Work with stored procs,updates,deletes on Production Creation of user manuals
Commits using GIT across asp.net webapps/MVC Frameworks

Belgotex / Programming Intern

2018 - 2019, PIETERMARITZBURG

Basic Image Manipulation for business website using Photoshop

Software Testing

IT Helpdesk, first line support

Create and update reports on Cognos11 Keeping websites & app up-to-date (CMS)

Adding feature or revamp site using PHP

Adding & editing on mySql Database Maintenance the SQL database

Assist with Updates on CRM

Education

Cape Peninsula University of Technology / Postgraduate Diploma in IT

CLASS OF 2023 , CAPE TOWN

Cape Peninsula University of Technology / Advanced Diploma in IT

CLASS OF 2021 , CAPE TOWN

Richfield Graduate Institute of Technology/ Diploma in IT

CLASS OF 2019, DURBAN

Alexandra High School / Matric

CLASS OF 2015, PIETERMARITZBURG

Certifications

McKinsey's Forward Learning Program

MCSO: Microsoft Certified Solution Developer - MCSO in App Builder

MCSA: Microsoft Certified Solutions Associate - MCSA in Web

MCP: Microsoft Certified Professional

Google Digital Skills for Africa Fundamentals of Digital Marketing

Google Analytics for Beginners

Google Analytics for Advanced

Google Tag Manager Fundamentals

Maven Academy Become a Front End Web Developer in 4 Weeks

Udemy Ultimate Web Designer & Developer Course: Build 23 Projects

Udemy Angular - The Complete Guide (2020 Edition)

LinkedIn Learning Angular Essential Training

LinkedIn Learning Google Analytics (GA4) Essential Training

LinkedIn Learning Git Essential Training: The Basics

LinkedIn Learning Git Intermediate Techniques

LinkedIn Learning Git: Branches, Merges, and Remotes

LinkedIn Learning Git Statistics Foundations: The Basics

LinkedIn Learning Git Essential Training: The Basics

LinkedIn Learning Visual Studio: Source Control with Git and GitHub