



PROFILE

An ambitious Bachelor of IT in Business Systems graduate with excellent critical and analytical thinking skills and proven abilities in delivering exceptional technical services that cater to both business and client requirements. Highly competent in analysing implemented systems to identify areas of improvement and execute strategic IT solutions, as well as monitoring operations to ensure that they yield the desired outcomes. I regard myself as a strategic thinker with remarkable leadership and problem-solving skills, keen on utilising my educational background and experience to add immense value to the success of an organisation that promotes individual growth and development.

CONTACT

PHONE:
0681147298

EMAIL: Thokozilemfene@gmail.com

ATTRIBUTES:

Analytical
Creative
Driven
Focused

Reference: Available on Request

ELLA MFENE

SEO Coordinator & Strategist

EDUCATION

IIE Rosebank College

2015 - 2018

Bachelor of Information Technology in Business systems

-Member of SRC and student's representative.

SETA

2019 - 2019

Technical support (NQF4)

WORK EXPERIENCE

DashBPO – SEO Coordinator & Strategist

2021 – March 2025

- Perform competitive analysis to benchmark current SEO performance against competitors and devise strategies to surpass competitors.
- Designing social media and email marketing campaigns
- Using SEO tools for high-ranking keywords and competitor analysis, SEMrush, Ahrefs and Google search operators.
- Managed different projects and met stakeholders' expectations.
- CRM – Managing customer data by tracking interactions and monitoring overall business performance and follow-ups.

Elite Career Solutions - Administration & Operations Assistant

2020–2021

- Handled administrative operations and activities in the office, handled correspondence and maintained company's records'
- Customer service and handling online chat

SKILLS

Data Analysis
Administration
Microsoft Office package
Strategist
Email and online communication
CRM System
Operations Management
Excellent communication skills
Business Analysis