

## PROFILE

Highly accomplished marketing professional with a strong foundation of leveraging digital strategies to drive brand awareness, engagement, and revenue growth. Proficient in utilizing a wide range of digital marketing tools such as Google Analytics, SEMrush, and HubSpot to track performance metrics and make data-driven decisions. Adept at optimizing online presence through SEO, social media, email marketing, and analytics and managed pay-per-click campaigns on platforms such as Google Ads and Facebook Ads to maximize ROI

## CONTACT

☎ 081 761 4563

✉ nontokozomzazi01@icloud.com

## SKILLS

- Social media management and content creation.
- Influencer marketing and partnership management
- Facebook & Instagram Ads management
- Email marketing
- Customer service and relationship management
- Data analysis and performance tracking
- Event planning and execution
- Brand management and sales enhancement
- Great Communication and negotiating skills.

# Nontokozo Ngubane

## DIGITAL MARKETER

## EDUCATION

### University of Johannesburg

BA in Marketing  
2018/2021

### University of Johannesburg

Advanced Certificate in Project Management  
2017/2018

## WORK EXPERIENCE

### Replay - Digital Marketing Manager | 2022 - 2024

- Effectively managed various social media platforms to boost brand visibility and engagement.
- Crafted compelling content, including graphics, videos, and written material.
- Managed successful influencer marketing campaigns that cultivated brand partnerships and facilitated user acquisition.
- Leveraged the Meta Business Suite to strategize, execute, and optimize Facebook ads and Paid Media attaining preset marketing goals.
- Constantly assessed key performance indicators (KPIs) to gauge campaign efficacy, employing data-driven insights for informed decisions.

### TikTal - Campaign Associate | 2021 - 2022

- Conducted comprehensive research to pinpoint suitable influencers for brand collaborations, leading to fruitful partnerships.
- Served as the primary point of contact for assigned clients & creators, encompassing contract negotiations and performance tracking.
- Compiled in-depth reports detailing previous influencer campaigns, dissecting metrics and furnishing actionable insights to enhance optimization.

### RedBull - Junior Marketeer | 2018 - 2021

- Effectively oversaw the brand's campus presence, introducing inventive marketing tactics that amplified brand recognition and sales.
- Orchestrated events with precision, resulting in elevated brand visibility and heightened engagement within the desired demographic.