

# FEZEKA PHUNGWAYO

D I G I T A L   M A R K E T E R

## CONTACT

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- 27 Maholwane Street  
Soweto, Johannesburg.

## EDUCATION

- 2019-2021 : Completed SOUTH WEST GAUTENG COLLEGE
  - Business Management

- 2024 : Completed IHUB AFRICA
  - Digital Marketing
  - Soft skills

## SKILLS

- Project Management
- Digital productivity skills
- Teamwork
- Copywriting
- Leadership
- Google Workspace proficiency
- Critical Thinking

## LANGUAGES

- English (Fluent)
- IsiZulu(Fluent)
- Sesotho (Basics)

## PROFILE

Digital Marketing graduate skilled in copywriting, data analysis, and campaign strategy. Experienced in creating engaging content and using data insights to drive conversions and brand growth. Proficient in Google Analytics and social media, with a passion for impactful, data-informed marketing.

## ACHIEVEMENTS

- Hubspot Digital Marketing Certificate
  - This course covered the range of foundational and practical digital marketing skills
  - It helped me build strong understanding of digital marketing concepts and strategies.
- Alison Copywriting Certificate
  - This certificate focused on essential SEO (Search Engine Optimisation) principles and techniques to help marketers, content creators, and businesses improve their online visibility
- Alison Certificate - Professionalism in the workplace
  - Completed an intensive course covering key copywriting techniques, including audience analysis, persuasive language, and effective call-to-action strategies. Gained hands-on skills in crafting impactful marketing copy for various platforms, such as websites, social media, and email. Demonstrated proficiency in creating engaging and conversion-focused content to support brand messaging and customer engagement.

## REFERENCE

**Liz Sikosana**  
iHub Africa Program Coordinator  
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