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### Summary

"Multidisciplinary digital marketing and brand strategist with a legal background, known for driving growth through content, seller engagement, and strategic project management. Founder of a purpose-driven agency with expertise in sustainable fashion, B2B marketing, and youth upskilling. Skilled in campaign development, digital funnels, and cross-platform execution, with a passion for innovation and legal empowerment.

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### Skills

- SemRush SEO Certificate Mastery
  - Hubspot Email Marketing Certificate
  - Udemy E-Commerce & Digital Marketing Specialist
  - Project Management Foundations
  - Product Management
  - B2B Lead Generation
  - Generative AI for Marketing
  - Hubspot Content Marketing Certificate
  - Google Analytics Certificate
  - Digital Advertising (Meta; Tiktok; Twitter; Google Ads Search; LinkedIn)
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### Work Experience

**Executive Director | VINMEDIA Digital Communications** (B2B; B2C) **2024 – Present**  
**Reference:** Sbusiso Nkosi | **Contact :** +27 79 016 4220

- Oversees entire digital marketing operations for the agency
- Lead generation for new clients
- Upskilled over 10 unemployed young graduates into entering the Digital Marketing industry

**Marketing & Partnerships Specialist | WISI-Oi** (C2C) **2023 – 2024**  
**Reference:** Phumi Korber | **Contact :** +27 73 234 5754

- Develop and implement marketing campaigns for WISI-Oi online brand presence
- Align WISI-Oi with strategic partners and collaborators to increase brand community and reach
- Managed over 20 influencers over my entire tenure
- Helped company achieve 2025 Google Start-Up Cohort achievement with R1m in non dilutive funding

**Project Lead | VINTHREADS CARES** (Independent Project) **2020 - 2022**  
**Reference:** Mrs. D Gregory | **Contact :** 031 577 5575

- Created and facilitated a reading programme in a local primary school (GR 4-7) (recent work)
- Strategic public and private partnerships to ensure programme success
- Worked with over 800 children in a solo managed and implemented plan

**Volunteer | Durban Christian Centre** (NPO) **2019 - Present**  
**Reference:** Comrade Mtwa | **Contact :** +27 71 673 1972

- Media team volunteer specializing in Camera Operating, Audio Mixing, Service Directing & Vision Mixing
- Part of the DCC Youth Team leadership, create programmes for youth to enjoy.
- Part of multiple productions

**Advertising and Sales Manager | AmaVinthreads** (B2C) **2018 - 2023**

- Headed the marketing division of amaVinthreads
  - Created adverts, directed, and shot content used to attract and close sales for the online thrift marketplace
  - Introduced wide-scale sustainable fashion culture and events into a University population of students
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### Formal Education

- **Matric | Star College Boys High** **2016**
  - **LAW (LLB)| University of KwaZulu Natal** **2017 - Present**
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