

# Sethu Ndlovu

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<http://yanderdigital.com>

## Summary

I'm a 19-year-old entrepreneur with a passion for driving business growth through data-driven digital marketing strategies. As the founder of Yander Digital, I've had the privilege of helping businesses of all sizes achieve remarkable results. From assisting companies in generating seven-figure revenue boosts through email marketing to starting from scratch and reaching five-figure monthly incomes with media buying in just one month, I'm dedicated to delivering tangible outcomes.

I thrive on challenges and collaborative efforts, and I'm always eager to work with driven individuals who share a vision for success. Let's connect and explore how we can achieve greatness!

## Experience



### Email Marketing Specialist

Lemkus

Oct 2022 - Present (1 year 1 month)



### Sales Assistant

Webtickets

Sep 2022 - Present (1 year 2 months)



### Managing Director

Yander Digital

Aug 2022 - Present (1 year 3 months)



### Promoter

Robertson Winery

Jul 2022 - Present (1 year 4 months)



### PPC Manager

eliquisur

May 2023 - Jul 2023 (3 months)

## Education



### National Association of State Boards of Accountancy

Communications and marketing

Aug 2022 - Aug 2022



## **IIE Rosebank College**

Bachelor of Business Administration - BBA, Business, Management, Marketing, and Related Support Services

Feb 2022 - Nov 2024



## **George Campbell School of technology**

Jan 2017 - Dec 2021

## **Licenses & Certifications**



### **Fundamentals of digital marketing - Google**

CBA 57M Z7W



### **Google Ads Essential Training - LinkedIn**



### **Digital Marketing Foundations - LinkedIn**



### **Google Analytics 4 (GA4) Essential Training (2021) - LinkedIn**



### **SEO Foundations (2018) - LinkedIn**



### **Content Marketing Foundations - LinkedIn**



### **Social Media Marketing Foundations - LinkedIn**



### **Marketing on Facebook (2020) - LinkedIn**



### **Marketing on Instagram - LinkedIn**



### **Social Media Marketing: Strategy and Optimization - LinkedIn**



### **Email and Newsletter Marketing Foundations - LinkedIn**



### **SEO Foundations - LinkedIn**

## **Skills**

Media Buying • Web Development • Marketing • Copywriting • Sales • Marketing Management • Social Media Marketing • Facebook Marketing • Facebook Ads • Instagram Advertising