

Contact

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otlotlengmoleme19@gmail.com

www.linkedin.com/in/otlotleng-moleme-b1723923b (LinkedIn)
calendly.com/otlotlengmoleme19/new-meeting (Personal)
Procuremax.vercel.app (Company)
www.canva.com/design/DAG2PKFN5XA/BFDONc6Pojc6Z_EAnqy5A/edit (Portfolio)

Top Skills

Content Management
Google Analytics
Business Development

Certifications

Google Ads Search Certification
Google Analytics Certification

Otlotleng Moleme

B2B Sales & Marketing | Creative Design | M&A
Gauteng, South Africa

Summary

I'm a Marketing and Sales Strategist passionate about connecting great ideas to real business results.

Over the past few years, I've worked across logistics, B2B, and tech-driven sectors, helping teams sharpen their brand identity, streamline lead generation, and close more deals through targeted campaigns and smart automation.

My approach blends creative storytelling, digital strategy, and AI-driven marketing tools to build systems that convert curiosity into clients.

I'm at my best when:

Turning a business concept into a clear brand message that sells.

Planning and executing multi-channel marketing campaigns that drive measurable ROI.

Partnering with business owners to align marketing with growth strategy and sales execution.

Core Strengths:

Marketing Strategy | B2B Lead Generation | Supply Chain & Logistics Marketing | Brand Positioning | Campaign Management | AI Prompting | Sales Enablement | Stakeholder Communication

Currently:

Helping growing brands and startups strengthen their market presence, expand networks, and win new business through integrated marketing and business development.

Let's connect — I'm open to collaborations, consulting projects, or strategic roles where marketing meets execution.

Schedule a quick intro chat : <https://calendly.com/otlotlengchrismoleme/new-meeting>

Experience

ClearSource BPO

Social Media Marketing Specialist

January 2026 - Present (1 month)

KGCF Logistics

Marketing Coordinator

July 2025 - October 2025 (4 months)

Sandton

Planned and executed integrated marketing campaigns across digital (LinkedIn, Instagram) and offline platforms, boosting brand visibility in logistics and courier markets.

- Coordinated cross-functional projects, including photoshoots, website updates, and marketing asset libraries, ensuring consistent brand messaging.
- Produced brochures, presentations, and social media graphics that enhanced client engagement and supported sales.
- Supported CSI and community engagement initiatives, strengthening customer and stakeholder relationships.
- Managed trade shows, supplier coordination, and activations, delivering strong brand experiences.
- Conducted market research and campaign reporting, providing insights that informed data-driven decisions.

Masterful Pipeline Solutions

Founding Board Member

November 2023 - October 2025 (2 years)

Procuremax Pty Ltd

Co Director

September 2024 - September 2025 (1 year 1 month)

South Africa

Freelance

Marketing consultant

November 2024 - November 2024 (1 month)

South Africa

Coordinated marketing campaigns, press releases, and sponsorship initiatives.

Assisted with creative briefing for branding materials and influencer collaborations.

Oversaw event logistics, supplier coordination, and execution of brand activations.

Vine Official

Sales And Marketing Representative

July 2023 - March 2024 (9 months)

Education

North-West University / Noordwes-Universiteit

Bachelor's degree, Marketing/Marketing Management, General · (February 2022 - November 2024)

HubSpot Academy

Marketing