



MOLEBO MAPONYA

DIGITAL & BRAND MANAGER
PAID & SOCIAL MEDIA MARKETING SPECIALIST/TEAM LEAD
LANGUAGE EDITOR/PROOFREADER/SEO COPYWRITER

SKILLS

Brand Management
Digital Strategy Development
SEO and SEM
Market Research and Competitive Analysis
Social Media Management
Email Marketing
Paid Advertising Campaigns
Analytics and Reporting

HOW YOU CAN CONTACT ME

+27 65 956 1105

molebogeng.caroline@gmail.com

[LinkedIn Profile](#)

Pretoria, South Africa (willing to relocate locally and globally)

<https://bit.ly/missmolebo>



EXPERIENCE

11+ years

DIGITAL MARKETING SPECIALIST

VELVET LUXE (INTERNAL COMMUNICATIONS DIVISION OF AFRICAN SALES COMPANY)

JANUARY 2024 – CURRENT

- Developing and implementing brand and digital marketing strategies aligned with business goals to enhance brand visibility and drive revenue growth.
- Enhancing website traffic and conversions through SEO and SEM strategies, leading to increased sales and higher ROI on marketing spend.
- Conducting market research and competitive analysis to identify growth opportunities and optimize marketing budgets.
- Managing email marketing campaigns to drive conversions and maximize customer lifetime value, contributing to overall revenue targets.
- Overseeing social media platforms, driving follower growth and engagement to boost brand awareness and support sales objectives.
- Executing paid advertising campaigns across Google Ads, TikTok Ads, Facebook Ads, and Instagram Ads, ensuring efficient allocation of marketing budgets and achieving targeted CPA (Cost Per Acquisition).
- Producing analytical reports to track performance and identify areas for improvement, enabling data-driven decisions to optimize marketing spend and increase profitability.

HEAD OF SOCIAL/SOCIAL MEDIA LEAD

MACHINE_ /PUBLICIS GROUPE AFRICA - DIGITAL AGENCY

JULY 2019 – DECEMBER 2023

- Led the social media team in developing and executing comprehensive social media strategies.
- Monitored social media metrics and provided insights for campaign optimization.
- Managed brand communications and collaborations with influencers.
- Conducted market research to understand consumer behaviour and preferences.
- Developed content plans and creative briefs for social media campaigns.

WEBSITE & DIGITAL MARKETING COORDINATOR

JUN 2018 - OCT 2019: EPI-USE GROUP AFRICA - IT & SOFTWARE DEVELOPMENT

DIGITAL CREATIVE COPYWRITER

MAY 2016 - SEPT 2018: TELESURE GROUP SERVICES - FINANCIAL SERVICES

MARKETING ASSISTANT (PROMOTED FROM INTERN)

MAY 2014 - MAR 2016: JUST PERFECT (NOW PITCH DIGITAL) - DIGITAL AGENCY

SOCIAL MEDIA COORDINATOR (3-MONTH INTERNSHIP)

MAR 2014 - MAY 2014: BUSI NTULI COMMUNICATIONS

FREELANCE CONSULTING EXPERIENCE

JUN 2012 - PRESENT: COPYWRITER, LANGUAGE EDITOR, PROOFREADER AND SOCIAL MEDIA CONSULTANT

JAN 2013 - FEB 2014: ONLINE CONTENT MANAGER

JAN 2012 - JAN 2013: NEWSLETTER EDITOR



BRANDS I'VE CREATED DIGITAL STRATEGIES FOR AND MANAGED THE END-TO-END BRAND CAMPAIGNS THEREOF

ALCOHOLIC BEVERAGES

HEINEKEN
STRONGBOW
WINDHOEK
MILLER GENUINE DRAFT
SOL
FOX
THE GLENLIVET
BALLANTINE'S FINEST
CHIVAS REGAL
JAMESON
MARTELL COGNAC
ABSOLUT
BEEFEATER
GH MUMM

MEDIA & BROADCAST

AMAZON PRIME
SPOTIFY
EAST COAST RADIO

FINANCIAL SERVICES

ABSA SOUTH AFRICA
SANLAM GROUP
SANLAM INVESTMENTS
DIRECT AXIS
DIALDIRECT
1ST FOR WOMEN
AUTO & GENERAL
BUDGET INSURANCE
HIPPO.CO.ZA
VISA (+AFCON 2024)

HIGHER EDUCATION

CAPE TOWN GRADUATE BUSINESS SCHOOL

RETAIL

SKINCOLAB SA
COLOR CAFE ZAMBIA
JIFFY STEAMER SA
SKINS SA
MAMBO'S STORAGE

FOOD & BEVERAGE

SIMBA
LAY'S
DORITOS
NIKNAKS
SASKO (BREAD & FLOUR)
WHITE STAR MAIZE MEAL
WEET-BIX
LIQUI FRUIT
SPEKKO RICE
UCOOK

BEAUTY

POND'S SA
NIVEA AFRICA SA, NIGERIA & GHANA
URIAGE SA & MOZAMBIQUE
TABAC SA
LANEIGE SA
ERBORIAN SA
MOLTON BROWN SA

CERTIFICATIONS

GOOGLE: ANALYTICS G4A (IN PROGRESS)

GOOGLE: ADS (IN PROGRESS)

AMAZON: ADS FOUNDATION (IN PROGRESS)

TIKTOK ADVERTISING: MEDIA BUYING (IN PROGRESS)

GOOGLE: FUNDAMENTALS OF DIGITAL MARKETING (2019)

META: BLUEPRINT (2022)

ACHIEVEMENTS

HEINEKEN ALL-INVITATIONAL - 2022: [LINK TO CASE STUDY](#)

DORITOS FLAMIN' HOT DUETS - 2021: [LINK TO CASE STUDY](#)

HEINEKEN UCL LIVE EXPERIENCE - 2021: [LINK TO CASE STUDY](#)

UCOOK XHOSA-FYING HALLOWEEN - 2021: [LINK TO CASE STUDY](#)

AWARDS

GIRRAFE AWARDS 2023

SILVER FOR PR & INFLUENCER - "ALL-INVITATIONAL" FOR HEINEKEN

SILVER FOR DIGITAL CAMPAIGN - "ALL-INVITATIONAL" FOR HEINEKEN

SILVER FOR DIGITAL - "SAINT TACTICAL" FOR HEINEKEN

SMARTIES AWARDS 2023

SILVER FOR IMPACT MEDIA: SOCIAL MEDIA MARKETING - "ALL-INVITATIONAL" FOR HEINEKEN

SILVER FOR MARKETING IMPACT - BRAND EXPERIENCE - "ALL-INVITATIONAL" FOR HEINEKEN

SILVER FOR PURPOSE-DRIVEN MARKETING - "ALL-INVITATIONAL" FOR HEINEKEN

SILVER FOR PURPOSE DRIVEN MARKETING - PENDORING MULTILINGUAL MARKETING EFFICIENCY - "XHOSA-FYING HALLOWEEN" FOR UCOOK

GOLD FOR IMPACT MEDIA - INFLUENCER MARKETING - "XHOSA-FYING HALLOWEEN" FOR UCOOK

BOOKMARKS AWARDS 2022

BRONZE FOR EMERGING DIGITAL TECHNOLOGY & CHANNELS - "ALL-INVITATIONAL EVENT" FOR HEINEKEN

PENDORING AWARDS 2022

SILVER FOR BEST OUT OF HOME - WRITING: UCOOK "XHOSA-FYING HALLOWEEN"

NEW GEN SOCIAL & DIGITAL MEDIA AWARDS 2022

GOLD FOR BEST INFLUENCER MARKETING CAMPAIGN - DORITOS "FLAMIN' HOT DUETS"

GOLD FOR BEST LOW BUDGET CAMPAIGN - UCOOK "XHOSA-FYING HALLOWEEN"

SILVER FOR BEST SOCIAL MEDIA REACH FROM AN EVENT - HEINEKEN "ALL-INVITATIONAL"

SILVER FOR BEST USE OF SOCIAL MEDIA TO RESEARCH AND EVALUATE - UCOOK "XHOSA-FYING HALLOWEEN"

BRONZE FOR BEST INFLUENCER MARKETING CAMPAIGN BY AN AGENCY - UCOOK "XHOSA-FYING HALLOWEEN"

ASSEGAI AWARDS 2022

SILVER FOR FOOD & BEVERAGE - "FLAMIN' HOT DUETS" FOR DORITOS

SILVER FOR DATA-INSPIRED INSIGHT - "UCL LIVE EXPERIENCE" FOR HEINEKEN

BRONZE FOR SOCIAL MEDIA - "UCL LIVE EXPERIENCE" FOR HEINEKEN

BRONZE FOR CONSUMER PRODUCTS & SERVICES - "UCL LIVE EXPERIENCE" FOR HEINEKEN

BRONZE FOR SOCIAL MEDIA - "FLAMIN' HOT DUETS" FOR DORITOS

LEADER FOR DIRECT MAIL - "XHOSA-FYING HALLOWEEN" FOR UCOOK

LEADER FOR MULTI-LANGUAGE - "XHOSA-FYING HALLOWEEN" FOR UCOOK

LEADER FOR FOOD & BEVERAGE - "XHOSA-FYING HALLOWEEN" FOR UCOOK

LEADER FOR EXPERIENTIAL - "ALL-INVITATIONAL" EVENT FOR HEINEKEN

LEADER FOR FOOD & BEVERAGE - "ALL-INVITATIONAL" EVENT FOR HEINEKEN

LEADER FOR SOCIAL MEDIA - "ALL-INVITATIONAL EVENT" FOR HEINEKEN

