



# 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: TELEASURE 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 - PENDING 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

### PENDING 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

