

Mandla Njaju

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082 861 1823/ 073 934 3461

Objective

Content Marketing Certified creative, hardworking professional with extensive project experience from concept to development. Seeking an opportunity to enhance customer engagement through vigilant attention to emerging social media outlets and awareness of the latest social media trends.

Computer Skills

- Ms Word
- Ms Excel
- Ms Access
- Ms PowerPoint
- Internet
- Email

Language Skills

- IsiZulu
- English
- Afrikaans

Personal Skills

- Attention to Detail
- Analytical Thinking
- Ability to Work Under Pressure
- Communication Skills
- Decision Making Skills
- Deadline Driven
- Leadership Skills
- Organisational Skills
- Self Motivated
- Teamwork
- Time Management
- Passion for outdoor activities
- Interpersonal Skills

Affiliations

2024 to 2026 | Social Media Certified | HubSpot

2022 to 2024 | Content Marketing Certified | HubSpot

Academic Experience

Advanced Diploma in Integrated Communication, Tshwane University of Technology
2021

Digital Literacy v1.0, Microsoft Certificate
2021

Certificate in The Fundamentals of Digital Marketing, The Open University: Google Digital Skills for Africa
2021

National Diploma in Business Communications, Tshwane University of Technology
2021

Certificate in Information Technology: End-User Computing, ADT Teach Program
2015

National Senior Certificate, Allanridge Secondary School
2015

Employment History

January 2023 to December 2024

Dibber International Preschool, Social Media Coordinator

- Execute a results-driven social media strategy.
- Understand KPI's and define them specifically for social media
- Collaborate with marketing team to create a social media calendar.
- Monitor social media channels for industry trends.
- Interact with users and respond to social media messages, inquiries, and comments.
- Track campaign performance
- Collaborating with senior strategists to enhance messaging and positioning
- Creating compelling stories that connect with the intended audience.
- Review analytics and create reports on key metrics.
- Assist in developing and managing social media marketing and influencer marketing strategy.
- Tracking customer engagement and SEO to optimize campaign content
- Creating marketing campaigns
- Managing blog posts
- Drafting communications strategies
- Formulate innovative, engaging, and impactful digital strategies

Achievements

- 2022 | International Honor Society Golden Key: Recipient for Top Achiever | Tshwane University of Technology
- 2015 to 2018 | External Stakeholder for Nelson Mandela Foundation Outreach: Donations
- 2013 to 2015 | Selected Learner to Participate in the ADT Teach Program
- 2012 and 2015 | Elected as a Student Representative Council

December 2021 to November 2022

Doctors Without Borders (MSF), Association Communications Intern

- Devise and implement evolving association marketing.
- Upkeep the association's website and social media sites.
- Build relationships with users by creating and sharing content with them.
- Track and grow social media engagements.
- Design and manage promotions and social media ad campaigns.
- Hosting and facilitating MSF Southern Africa association events.
- Administrative tasks
- Managing all MSF Southern Africa association merchandise.

August 2021 to October 2021

Culturelligence, Social Media Marketer

- Create brand awareness.
- Content creation for social media platforms.
- Prepare promotional materials, presentations and strategy development.

References

- **Ms Reuel Marais** | Tshwane University of Technology | Department of Integrated Communication | maraisr@tut.ac.za | (012)382 9385/ 082 433 5719
- **Lucas Govender** | Culturelligence | Talent Management Lead | 072 856 4538 | transform@culturelligence.com
- **Monica Genya** | Doctors Without Borders | Association Manager | 084 893 3056 | monica.genya@joburg.msf.org
- **Ursula Assis** | Dibber International Preschool | Country Director | 060 636 4773 | ursula.assis@dibber.co.za