nomfundo dhlamini

COMMUNICATIONS MANAGER

Phone: 083 296 4578 | 060 459 3745  
Email: nomfundodhlaminijvl@gmail.com

**PROFESSIONAL SUMMARY**

Dynamic and results-driven Communications Manager with over 8 years of experience in digital and internal communications, social media strategy, and brand management. Proven ability to develop and execute innovative communication strategies across various platforms, lead cross-functional teams, and manage stakeholder relationships. Adept at driving brand awareness, engaging target audiences, and aligning communication efforts with organizational goals. Expertise in content creation, media relations, and strategic planning, with a strong record of delivering impactful campaigns.

**PROFESSIONAL EXPERIENCE**

**Social Media Marketing Manager**

**Netcare Group Limited** | July 2021 – Present  
*Reason for leaving: Seeking growth & change*

* Led the development and execution of social media strategies across multiple platforms to meet key business objectives for Netcare Group divisions.
* Oversaw the creation of social media content, ensuring alignment with brand messaging, key performance indicators (KPIs), and business goals.
* Directed and mentored a team of digital designers, content creators, and community managers in crafting compelling narratives for digital campaigns.
* Collaborated with internal stakeholders and external media agencies to ensure timely and effective execution of marketing campaigns.
* Managed social media budgets, tracked expenses, and ensured efficient allocation of resources.
* Provided regular reports to Executive Committee (ExCo) and key stakeholders on the performance of social media initiatives.
* Drove initiatives to promote the Netcare App and increase user engagement and downloads through targeted digital campaigns.

**Social Media Specialist**

**South African National Blood Services (SANBS)** | May 2020 – June 2021  
*Reason for leaving: On secondment – received a permanent leadership role at Netcare*

* Formulated strategic online communication strategies to enhance SANBS's digital presence and reputation.
* Developed content plans and managed the execution of online campaigns in alignment with SANBS’s overall marketing objectives.
* Managed social media platforms, curating and scheduling content, while ensuring the brand voice was consistent across all communications.
* Led social media briefings, influencer partnerships, and media relations to ensure the success of campaigns.
* Prepared weekly/monthly reports to evaluate the effectiveness of campaigns and adjust strategies accordingly.
* Managed the online marketing calendar and collaborated with internal teams to coordinate campaigns with broader organizational efforts.

**Internal Communications Officer**

**South African National Blood Services** | December 2018 – April 2020  
*Reason for leaving: Seconded to a management role*

* Developed and implemented communication strategies to drive employee engagement and brand awareness.
* Managed internal newsletters, articles, and other communication materials to ensure consistent messaging across the organization.
* Facilitated cross-departmental collaboration to promote donor recruitment and retention campaigns.
* Supported HR and leadership in creating communication strategies for internal branding and organizational events.
* Coordinated the Long Service Awards and other corporate events, ensuring communication initiatives were aligned with organizational values.

**Marketing & Communications Officer**

**Johannesburg Development Agency** | September 2018 – November 2018  
*Reason for leaving: Contract position – received permanent offer*

* Managed electronic media communication, including social media accounts, and collaborated with external partners to publicize development projects.
* Created and distributed newsletters, press releases, and other content to maintain a strong relationship with stakeholders.
* Provided administrative support and assisted in coordinating marketing and communication efforts for JDA initiatives.

**Digital Brand Assistant**

**DNA Brand Architects** | August 2017 – August 2018  
*Reason for leaving: Contract position*

* Created engaging content for brands on social media platforms, ensuring that it resonated with the target audience.
* Assisted in managing influencer partnerships and ensuring timely delivery of campaign content.
* Provided creative and financial input to optimize media buys and campaigns.

**Young Professional, Corporate Communications**

**Transnet Freight Rail** | April 2015 – May 2017  
*Reason for leaving: Contract ended during moratorium*

* Developed communication plans focused on safety, corporate social responsibility (CSR), and internal communications.
* Organized events, prepared newsletters, and engaged with internal and external stakeholders to promote safety awareness and community initiatives.
* Managed sponsorship requests and coordinated the logistics for various Transnet initiatives.

**Digital Strategy Intern**

**MEC Nota Bene** | March 2014 – March 2015  
*Reason for leaving: Internship position*

* Assisted in creating digital media strategies for the Unilever account, focusing on audience engagement and brand positioning.
* Conducted research and analysis to support the development of media plans and digital campaigns.
* Managed influencer partnerships and contributed to the tracking of campaign performance metrics.

**EDUCATION**

**Bachelor of Arts (Honours) in Media Studies**  
*University of the Witwatersrand (WITS), 2012 – 2014*

* Subjects: Media Economics, Critical Media Analysis, Media and Gender, African Media Systems, Research Paper

**Bachelor of Arts**  
*University of the Witwatersrand (WITS), 2009 – 2012*

* Majors: International Relations, Media Studies

**NSC Matric**  
*Mondeor High School, 2004 – 2008*

**TRAINING & CERTIFICATIONS**

* Applied Digital Marketing, WITS, 2021
* Strategic Social Investment, KPMG, 2016
* Essential Project Management Skills, KPMG, 2016
* Telmar Digital Media Strategy, 2014
* Excel & Powerpoint Certifications, Innovatec Africa, 2014

**SKILLS**

* **Communications Strategy** | **Team Leadership** | **Social Media Management** | **Content Creation & Curation**
* **Stakeholder Engagement** | **Budget Management** | **Analytics & Reporting** | **Brand Management**
* **Crisis Communications** | **Event Coordination** | **Influencer & Media Relations** | **Internal Communications**

**AWARDS & HONORS**

* **Silver Prism Award for Media Relations**, SANBS, 2020
* **Assegai Award**: Innovative Solutions, 2020
* **Gold & Silver New Generation Social & Digital Media Awards** for Unilever campaigns, 2014
* **General Manager’s Award for Customer Service Excellence**, Transnet Freight Rail, 2016 & 2017

**REFERENCES**

Available upon request.