| Personal Information |
| --- |
| Full Names | Goaletsa Onalenna Manyeneng |
| Known As | Onalenna |
| Nationality | South African |
| Driver’s License  | Yes Code-B  |
| Gender | Male |
| Cell Phone | 078 239 1137 |
| Email | o.manyenity@gmail.com |
| Notice Period | 30 Days  |

| Candidate Overview |
| --- |
| My experience ranges from brand activations, monitoring social media activities, writing content to interact with consumers through all digital channels, and encouraging the adoption of various digital marketing tools. Furthermore, my strengths lie in interpersonal and leadership abilities including my ability to communicate and work well in cross-functional teams in reaching outlined goals.Following are highlights to my qualification:- Developing and establishing new social media and marketing campaigns to maintain loyal audience for brands.-Introducing creative strategies to continually expand brand recognition and conversion for traffic.- Creating engagement and digital communication initiatives with customers through contests and giveaways.- Seasoned in the use of Google analytics and Crimson Hexagon software to monitor performance on brands social media channels and help by making recommendations to the brands digital image.- Extensive use of both traditional and digital media as a marketing and communications tool.- I am entrepreneurial and a philanthropist at heart. Being a founder of an organization aiming at helping less privileged girls by providing them with hygiene products. |

| Career (Current) |
| --- |
| Employer | Nestlé |
| Department | Nutrition, Health And Wellness (Corporate Communications and Marketing Excellence)  |
| Position | Market Wellness Intern |
| Period | Mar 2018 – Current  |
| Responsibilities  | * Co-ordination and implement brand and marketing events and programs internally and externally.
* Execution of brand, marketing, activations and projects set out in the Annual Performance Plan
* Plan and implement marketing and activations programs
* Procure marketing materials in adherence to Supply Chain processes.
* Responsible for the marketing collateral stock taking and updates. This includes record of accomplishment and collateral movements.
* Assist in reaching out and corresponding with identified strategic marketing & activations partners and other suppliers and stakeholders to participate in Choose Wellness Choose Nestle key projects, campaigns and other initiatives
* Tracking of Cost estimates, Requisitions, Purchase Order and supplier invoices
* Maintenance of branding material and collateral stock reports and stocktaking, tracking of branding material
* Content generation & distribution of Nutrition, Health and Wellness messaging through internal and external channels
* Monitor and leverage social trends for strategic planning
* Monitor industry issues and competitive landscape to adjust Nutrition, Health and Wellness positioning and messaging as required
* Planning, managing, and coordinating the development of special campaigns and promote wellness internal and externally
* Support reputation management and customer service initiatives
* Ensures quality control and cost-effectiveness for projects and integration across the department
* Ensuring Global and Local attributes data is cleaned up and up to date
* Coordinate & develop digital assets via our partner agencies (mailings, visuals, social posts, videos…)
* track and analyze performance of our digital campaigns and websites performance (Google Analytics) and make actionable recommendations track competition online activities
 |
| * Reason for wanting to leave
 | * **Desire to take on more responsibility.**
 |

| Career (Current) |
| --- |
| Employer | Driving In Heels  |
| Department | Asset Management  |
| Position | Community Manager |
| Period | Aug 2018 – Current  |
| Responsibilities | * Create content aimed at communicating the brands message on all social media channels.
* Making sure the brands presence is visible on all social media channels Twitter, Facebook, and other strategically relevant online properties
* Assisting with the creation, conception, and presentation of the social media strategy and integrated marketing campaigns
* Ensuring the community strategy supports overall brand goals and objectives.
* Creating monthly reports.
* Respond to comments, when appropriate, in order to foster a positive community and add value to the consumer.
* Escalate consumer matter, where appropriate, to MD
* Implements social media strategy and best practices across various platforms and social communities (including Facebook, Instagram, Twitter
* Spot opportunities to engage in relevant social conversations and build relationships real-time
* Work closely with the Director to understand, shape and implement a cross-collaborative social marketing strategy
* Track and analyse performance of our digital campaigns (Hootsuite) and websites performance (Google Analytics) and make actionable recommendations track competition online activities
 |

| Career (Current) |
| --- |
| Employer | Raffa Café – Repairs and Services  |
| Department | Marketing and Communication |
| Position | Community Manager  |
| Period | Sep 2017 - Current |
| Responsibility | * Content creation for all social media channels.
* Assisting with the creation, conception, and presentation of the social media strategy
* Creating, managing, and growing the company’s presence through Twitter, Facebook and Instagram
* Enforce the Social Media Guidelines as defined by the brand.
* Review user generated comments and posts in a quick and timely manner.
* Respond to comments, when appropriate, in order to foster a positive community and add value to the user’s experience.
* Escalate necessary queries with the team
 |

| Career (Previous) |
| --- |
| Employer | First National Bank (FNB) |
| Department | Credit Card |
| Position | Call Center Consultant  |
| Period | 2017 - 2018 |
| Responsibilities | * Drive significant growth and profitability in the context of cost management
* Manage costs / expenses within approved budget to achieve cost efficiencies
* Deliver exceptional service that exceeds customers' expectations through proactive, innovative and appropriate solutions
* Resolve all customer queries efficiently, and within agreed timelines.
* Maintenance of expert knowledge on specific products, pricing, application procedure, processing and timelines in order to drive and achieve relevant product and service targets.
* Ensure all communications with clients are professional, resulting in compliments. Ensure client investigation deadlines are met and keeping the client continually in the loop.
* Provision of an efficient administration service through careful and timeous planning, reporting and updating of all related information
* Comply with governance in terms of legislative and audit requirements
* Ensure efficiency of service productivity and performance in Call Centre
* Ensure that all issues or feedback arising out of client contact be accurately recorded on the CRM system.
* Manage own development to increase own competencies
 |
| * Reason for wanting to leave
 | * Career growth and development
 |

| Career (Previous) |
| --- |
| Employer | South African Tourism |
| Department | Domestic Business Unit  |
| Position | Southern Africa Intern |
| Period | 2016 -2017 |
| Responsibilities | * Brand building by networking, collaborating and developing relationships with all relevant stakeholders
* Aid in developing, implementing, measure and making the necessary improvements to ensure the success of media hosting
* Creating briefs for different campaigns and projects
* Aid in making sure that purchase orders have been processed and other financial queries relating to the project when required
* Aid the Project Specialist in planning and executing Campaigns and Activations.
* Provide support assistance with development and successful implementation of the APP.
* Manage the Shot Left dashboard and social media platforms.
* Manage the Shot Left Helpdesk.
* Aid the Trade Marketing Manager in creating relationships with trade partners and facilitating the contractual agreements (JMAs and MOU) between South African Tourism Domestic business unit and trade partners. Provide support and assist with using Google web analytics and Crimson Hexagon software to monitor performance on domestic digital media platforms and help by making recommendations for improvement on them  Provide photography support for all domestic business unit activities and where possibly needed.
* Provide support to country manager where necessary and all areas of the domestic business unit
* Aid by liaising with Provincial Tourism Authorities on issues relating to Domestic Tourism  Aid in ensuring that important and relevant information is provided to the public through relevant media in time
* Assist in reaching out and corresponding with identified strategic marketing & activations partners and other suppliers and stakeholders to participate in South African Tourism key projects, campaigns and other initiatives
 |
| * Reason for wanting to leave
 | * Career growth and development
 |

| Employment Summary |
| --- |
| Employer | Position | Year |
| Nestlé | Market Wellness Intern  | 2018 - Current |
| First National Bank (FNB) | Call Center Consultant  | 2017 - 2018 |
| South African Tourism | Domestic Business Unit Intern | 2016 – 2017 |
| First National Bank (FNB) | Banker | 2015 - 2016 |
| Tekkie Town | Sales Representative | 2013 - 2014 |
|  |  |  |
| Consulting and Freelancing | Position | Year |
| Driving In Heels  | Community Manager | 2018- current |
| Raffa Café – Repairs and Services | Community Manager  | 2017- Current  |
| Stimela Brewery Co  | Digital Strategist  | 2016 – 2017 |
| LetsPadSouthAfrica | Founder  | 2015 - Current |

| Tertiary Qualifications |
| --- |
| Other: | Qualification obtained | Year |
| TeachTefl.co.za | TEFL | 2019 |
| Twitter Flight School: | Twitter Flight School accreditation | 2017` |
| Google Academic: | Google AdWords Fundamental  | 2017-2018 |
|  | Google Analytics | 2017-2019 |

| Tertiary Qualifications |
| --- |
| University attended | Qualification obtained | Year |
| Vega School of Branding | Diploma (Digital Strategy in building brands)  |  2017 (Not completed) |
| Modules for training: |
| Search Engine Optimization | Search Engine Marketing | Email Marketing |
| Display Advertising | Social Media Marketing  | Web Analytics  |
| Planning and Strategy |  |  |

| Tertiary Qualifications |
| --- |
| University attended | Qualification obtained | Year: |
| North West University (Mafikeng Campus) | Bachelor of Commerce (Marketing Management) | 2015 |
| Modules for training |
| Pricing And Distribution | Product Decision | Financial Management |
| Strategic Marketing | Integrated Marketing Communications | Marketing Research |
| Relationship Marketing | Advertising and Sales Promotions |

| Academic History |
| --- |
| High School Education |
| School Attended | Highest standard passed | Year  |
| Sol Plaatjie Secondary School | Grade 12 | 2010 |
| Subjects passed |
| Setswana Home Language | English Home Language | Accounting |
| Economics | Business Studies | Life Orientation |
| Mathematical literacy  |  |  |

| Achievements |
| --- |
| #LetsPadSouthAfrica2015/08/21 (project) | An initiative to help girls who come from disadvantaged social and economic background; I collected pads from different people around South Africa and donated them to communities and primary school.  |
| Social Platform | Let’s Pad South Africa page |
| Aims | This initiative is a continues thing as they’re lots of girls out in SA who can’t even afford a packet, all donations make a difference in their lives |
| #100SmilesForBJR2014/09/01 (project) | I started an initiative of making 100 strangers smile by asking to take pictures with them, this project assisted my communication skills as it’s not easy to convince a stranger to take a picture with them,  |
| Social Platform | #100SmilesForBJR |
| Aims | Bringing change to different people and make them smile by living a question mark in their hearts. |
|  |  |
| References  |
| Name  | Madidimalo |
| Surname  | Tshikovhi |
| Company | Nestle |
| Position | Nutritionist  |
| Contact  | 082 556 0078 |
|  |
| Name  | Debbie |
| Surname  | Damant |
| Company | South African Tourism |
| Position | Country Manager: Southern Africa |
| Contact  | 082 773 7469 |
|  |
| Name  | Mabeka |
| Surname  | Makola |
| Company | South African Tourism |
| Position  | Marketing and Communications Manager: Southern Africa  |
| Contact  | 082 519-3271 |