

Molebogeng Mahlaela

Digital Marketing Strategist/ UX Designer

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Summary

Extensive experience in Sound engineering but took a turn and ventured into Digital. I have been curious and embedded into understanding how and why digital weighs more in businesses. Passionate about increasing sales, relevance and search results in digital platforms. Direct wide range of SEO, digital Marketing, Mobile marketing, content marketing, UX design, SEM, Content Marketing. I am constantly looking for better ways to improve my knowledge and make the most of what I know through what I do.

Work experience

Digital Marketing Strategist 2018 - Present
[Randloan, Sandton](#)

Oversee all the Digital Marketing, from PPC, marketing research and behavioral economics, SEO, digital Marketing, Mobile marketing, content marketing, UX design, SEM, Content Marketing.

Freelance Projects February 2019 - April 2019
[Oakland Natives, United States](#)

Web Analysis

Working with trend and data reporting, analyzing online marketing acquisition strategies, exploring new opportunities, being aware of website visitor behavior and experiences. Analyze maintenance and web development costs. Managed Complex Systems, managing Software, Recorded Web Log Files.

UX Design

- Work with design agencies, developers and e-commerce team to create the best display/user experience across all sites
- Assessment, maintenance and improvement of existing sites
- Assisting development team with all build and implementation for front end web development
- Design projects including emailers, web banners, site design and other tasks as required
- Trend analysis, recommendations of new platforms and strategy as required
- Working closely with the Digital Media Manager and E-Commerce Manager to shape and guide overall design and UX strategy for the company
- Interacting closely with the e-commerce sales team, Sales team, IT and Marketing team to gather site and user requirements
- Participating in the continual review of all sites and other digital communication materials to ensure that the client is making the most of all online opportunities to deliver high sales volumes and the best possible user experience

Cover Letter

My name is Molebogeng Mahlaela, a sound engineer, digital coordinator and UX Designer. I have worked in the media field for more than four years, including experience with people service, SEO, Google Analytics. I am suitable for the position because I am hard-working, love working under pressure also passionate about solving problems and reaching goals. I have Worked with Oakland Natives which is an Organization from the US which empowers youth as well as a local Company Randloan doing their Digital Marketing.

I believe that your company is an impressive place to work at, whose values I share. I thrive in a fast-paced, collaborative, innovative and diverse environment. I know that I have the skills, experience, and attitude to excel in this position.

I would love to meet and discuss what I can bring to this role. I can be reached at molebogengmahl@gmail.com and 0659987844.

Sincerely,

Molebogeng

Office Skills

Tactical, Analytical and problem solver. Excellent presentation skills. Ability to work in a high pressurized, deadline driven atmosphere for long hours. Impeccable social skills with the ability to function and individual and part of the team. Planning and organization skills. Willingness and enthusiasm to learn. Shows initiative. Effective communication, Flexible and Adaptable. Accuracy and Attention to detail.

- Interacting closely with staff to gather, monitor and analyse performance data and provide feedback on UX issues, current trends or new developments
- Refine and improve online customer experience

Digital Intern

01/2018 - 06/2018

[Urban Life , Midrand](#)

- The website was created in the beginning because they wanted to reach more people. There were countless pages that were unnecessary and repetition
- I designed the layout (UX design) by renewing the website, optimizing the Keywords, Digital marketing strategies ,Responsive designed the mobile search , Researched on how to market the content ,kept maintenance on the website and SEO (Search Engine Optimization) analyzes, reviews and implements changes to website. Made use of Google Analytics to give insight on the online platforms used.

Education

JavaScript ,HTML5 and CSS

2019 - 2020

Plurasight

JavaScript is the most widely deployed language in the world. Whether you're interested in writing front-end client side code, back-end code for servers, or even game development, you'll be able to accomplish all of this and more with JavaScript. This learning path includes JavaScript tutorials for both the new programmer looking to get started and the advanced web developer wanting to solidify and enhance their skills.

Advanced Diploma in Digital Marketing

2018 - 2020

[Red and Yellow](#)

Digital Marketing Strategy ,Web analytics , Marketing Research and behavioral economics

Certificates

08 - 2018

[Accenture](#)

Digital Skills: User Experience

This online course provided an introduction to user experience (UX) and explained why UX is important in the digital world.

Digital Skills: Mobile

Describes the importance of mobile in an ever- evolving digital world. It provided an introduction to mobile design , development and creating mobile experiences, as well as bigger concepts related to mobile technology.

Certificates

07 - 2018

[Google](#)

The fundamentals of Digital Marketing

Discover which digital opportunities can most benefit your business and learn how to build your online presence.Learn how to improve your ranking in search engines and improve brand awareness and sales with online advertising.

Google Analytics for Beginners & Advanced Google Analytics

Diploma

2012 - 2013

[Academy of Sound engineering](#)

Sound engineers work on the technical aspects of sound and music production by mixing, reproducing and manipulating the equalization and electronic effects of sound. Acquire business skills sets and attention to details.

Skills & Software

Conceptualizing original ideas that bring simplicity and user-friendliness to complex design challenges by understanding and using these:

Softwares & Coding

Balsamiq

Zeplin

InVision

Adobe Cloud

Invision

Final Cut

HTML

CSS

JavaScript

Digital Skills

Search Engine Optimization

Google Adword

Email Marketing

Facebook Manager

Content Marketing

Basic graphic design