

KATISO MOLEFE

DIGITAL MARKETING SPECIALIST

katisomlf@gmail.com | +27 73 608 7633

SUMMARY

Dynamic Digital Marketing Specialist with 4+ years of experience in SEO, Paid Media, Google Ads, and Social Media Marketing. Proven ability to increase brand visibility, drive customer engagement, and deliver measurable ROI across diverse campaigns. Skilled in market research, audience segmentation, and cross-platform content strategy, with a focus on data-driven decision-making and performance optimization. Adept at managing end-to-end digital campaigns and leveraging insights to support business growth. Ready to elevate brand impact through innovative marketing solutions.

WORK EXPERIENCE

Khayalami Hotel Group - Digital Marketing Specialist (7 Properties) June 2025 - Present

- Execute and optimize daily digital marketing activities to enhance brand visibility across diverse hotel markets.
- Manage property-specific social media channels, including content creation, calendar planning, scheduling, and platform publishing.
- Monitor paid and organic campaign performance (Google Ads, SEO, social platforms), providing actionable insights to boost ROI and guest acquisition.
- Foster online engagement and community growth by responding to guest interactions and adapting tone to reflect each property's brand personality.
- Support marketing leadership with reporting, admin coordination, and execution of strategic initiatives.
- Collaborate across hotel teams to adapt content and campaigns to seasonal demands, guest feedback, and evolving brand priorities.

AM Lodge - Digital Marketing Coordinator (5-Star Hospitality Group) November 2023 - May 2025

- Managed multi-channel social media and crafted engaging content for lodge and spa promotions.
- Analyzed digital trends, optimized email campaigns, and reported on web performance.
- Designed official brand assets including logo and professional email signature.
- Handled reservations and guest communications, ensuring seamless luxury experiences.

K3Unlimited - Account Manager (Digital Marketing Ad Agency) January 2023 - November 2023

- Negotiated vendor and partner contracts to improve profitability and operational efficiency.
- Fostered long-term client relationships to strengthen customer retention and satisfaction.
- Led customer account management, delivering seamless service and tailored support across touchpoints.

Mariche Consulting - Social Media Manager January 2022 - December 2022

- Negotiated vendor and partner contracts, driving profitability and streamlining operations.
- Built and maintained long-term client relationships to support loyalty and satisfaction.
- Managed customer accounts with a focus on delivering personalized, high-touch service.

SKILLS

| | | | |
|----------------------------|------------------|------------------------|-----------------|
| Digital Marketing Strategy | Content Creation | Google Ads & Analytics | Paid Media |
| Social Media Management | Graphic Design | SEO | Email Marketing |

EDUCATION

Business Management - University of Johannesburg - 2021

Licenses & certifications - Google Ads Search Certification

Digital Advertising, SEO & Fundamentals of Digital Marketing

LANGUAGES Native English | Sotho | iSizulu

REFERENCES - Provided upon request