

NOTHANDO MNISI

Phone: 0630140016 | Email: nothandom45@gmail.com | Location: Meredale, South Africa

PROFESSIONAL SUMMARY

Highly results-driven Marketing and Business Development professional with 2 years of hands-on experience in executing data-driven digital campaigns, generating qualified leads, and managing CRM systems across the African market. Proven ability to leverage market intelligence and performance marketing insights to optimize customer engagement and fuel measurable business growth. Adept at cross-functional collaboration, project coordination, and utilizing key platforms including Dynamics 365 CRM, SharePoint, WordPress, and Canva. Seeking to contribute to an innovative organization that values strategic growth and creativity.

CORE COMPETENCIES

Digital Marketing	Business Development & Sales Support	Technology & Tools
Performance Marketing & Digital Campaigns	Lead Generation & Nurturing	Dynamics 365 CRM Management
Social Media Strategy & Engagement	Strategic Account Research & Analysis	Microsoft 365 (Excel, PowerPoint, Outlook)
Content Creation (Canva, WordPress)	B2B Market Research & Analysis	SharePoint & Digital Asset Management
Data Analysis & Performance Tracking	Contract & Vendor Management	Marketing Platforms (HighSpot, Mailchimp)

PROFESSIONAL EXPERIENCE

Business Development & Marketing Intern | Donaldson Filtration Solutions

January 2025 – December 2025 | Africa Region

- Launched Phase One of the high-priority *One Mining Africa* email campaign, successfully configuring the full campaign setup within the CRM system.
- Optimized sales performance tracking by developing and maintaining analytical dashboards for lead engagement, open opportunities, and campaign performance.
- Increased product visibility by designing a professional year-end promotional flyer for slow-moving inventory using Canva, ensuring strict alignment with brand identity standards.
- Drove customer re-engagement through the execution of the *Sleeping Customers* campaign,

leveraging the HighSpot platform to reactivate dormant accounts.

- Accelerated sales pipeline velocity by assisting the sales team in sourcing high-quality contacts and company profiles using ZoomInfo and LinkedIn Sales Navigator.
- Enhanced stakeholder transparency by compiling and distributing detailed monthly BI sales reports for performance tracking and strategic review.
- Supported EMEA team operations by organizing and tracking signatures for reseller and distributor contracts, improving document management efficiency on SharePoint.
- Conducted research to identify industrial manufacturing plants across Africa, including their locations, production activities, and associated subsidiaries.

Marketing Graduate | Adcorp Group

August 2023 – July 2024 | Johannesburg, South Africa

- Prepare and analyze monthly social media reports for the Managing Team.
- Manage community engagement across various social media platforms.
- Coordinate with suppliers to procure marketing collaterals.
- Briefed the art department on design requirements and created supplementary artwork using Canva.
- Scheduled and published content via Sprinklr, while developing and maintaining a monthly **content** calendar.
- Handled internal communications on health and safety through Mailchimp.
- Upload articles and videos to the backend of WordPress and Xibo Digital Signage, ensuring timely and accurate updates.
- Oversaw social media logo updates to maintain consistent brand identity across platforms.
- Order promotional items for brand refresh initiatives.
- Prepared PowerPoint presentations for upcoming events and attended industry exhibitions, compiling reports on key insights and outcomes.
- Drafted and distributed job advertisements on social media to support recruitment drives.
- Secured stakeholder approval for social media posts prior to publication.
- Conducted interviews to gather testimonials for campaigns and internal initiatives.
- Updated Google My Business profiles and researched strategies to improve engagement and metrics.

Brand Marketing Challenge Internship | Black Wolf Agency

July 2021 – September 2021 | Cape Town, South Africa

- Developed and pitched comprehensive offline and online campaigns for the PRIMI restaurant chain, focusing on post-COVID recovery and market repositioning.
- Conducted in-depth market research to define precise target audiences and buyer personas, ensuring accurate outreach and campaign messaging.
- Executed foundational project management by creating a detailed rollout plan and campaign timeline, coordinating tasks for seamless execution.
- Drafted a strategic campaign budget, balancing creative goals with rigorous cost-effectiveness principles.

ACADEMIC QUALIFICATION

- Performance Marketing Online Short Course | Red and Yellow | April 2024
- Digital Marketing Online Short Course | University of Cape Town | April 2023
- Advanced Diploma in Marketing | Cape Peninsula University of Technology | December 2022
- Diploma in Marketing | Cape Peninsula University of Technology | December 2021

TECHNICAL SKILLS

- **CRM & Sales Tech:** Dynamics 365, Advanced CRM Search Functions, ZoomInfo, LinkedIn Sales Navigator
- **Content & Marketing:** Canva, Sprinklr, HighSpot, WordPress, Mailchimp, Xibo Digital Signage
- **Data & Project Management:** Microsoft 365 (Excel, PowerPoint), SharePoint, BI Reporting, Market Research