

# ZANDILE PRUDENCE ZWANE

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## PROFESSIONAL SUMMARY

A Relationship Management professional and emerging Business Strategist with over 12 years of experience in Key Account Management, Stakeholder Engagement, Data Analysis, Market Research, and Project Planning & Coordination. Skilled in designing and improving business processes, aligning operational activities with strategic objectives, and supporting organisational growth through insight-driven decision-making. Adept at leading cross-functional teams, steering projects end-to-end, and strengthening client relationships to improve retention and business performance.

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## KEY SKILLS

### Business Strategy & Planning

Business Strategy Development | Strategic Analysis & Forecasting | Project Planning & End-to-End Project Coordination | Business Process Improvement | Performance Monitoring & KPI Tracking | Risk Assessment & Mitigation | Scenario Planning & Strategic Reporting.

### Project Management & Operations

Project Management (Waterfall & Agile exposure) | Service Delivery Management | Change Management | Operational Planning | Cross-Functional Collaboration | Reporting & Presentation | Process Mapping & Workflow Re-engineering | Client & Stakeholder Engagement | Relationship Management | Key Account Management | Stakeholder Negotiations | Customer Retention Strategies | Communication & Negotiation

### Technical & Analytical

Data Analysis & Insights | Market & Competitor Research | Budgeting & Forecasting | CRM Systems | Intermediate to Advanced MS Office Suite, Excel, PowerPoint, Word, Sage 200, SAP, Acumatica, QuickBooks, Pastel, LMS.

## COMPETENCIES

Strategic Thinking • Organising & Planning • Analytical Decision-Making • Leadership • Time Management • Conflict Resolution • Stakeholder Influence • Multitasking • Adaptability • Coaching & Mentoring • Professional Ethics • Independent & Team Collaboration • Problem Solving • Stress Management • Communication (Verbal & Written) • Detail oriented • Pattern Recognition.

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# **PROFESSIONAL EXPERIENCE**

## **MACCAUVLEI LEARNING ACADEMY**

**Inhouse Relationship Liaison Coordinator/Coach** | *Mar 2023 – Present*

- Designed and executed project plans for educational programmes, ensuring on-time delivery and alignment with organisational strategy.
- Implemented a process re-engineering project to streamline service processes across 5 departments, reducing paperwork by 65%.
- Delivered customised coaching, PTSD counselling, and mentoring programmes for delegates to support personal and professional development.
- Led CRM and project support systems to strengthen relationships with institutions and corporate.
- Mental Health Wellness Coaching.
- Monitored and reported on data for over 600 learners, enhancing tracking accuracy and operational efficiency.
- Improved client retention by 30% through feedback-driven service improvements.
- Coordinated marketing events and exhibitions, contributing to brand positioning and stakeholder engagement.
- Collaborated with project managers and operations teams to align programme objectives with business strategy.
- Managed the Office Relocation Project.
- Achieved 100% pass rate in In-house customised courses.
- Hosted and Coordinated Delegate Panel Presentations.
- Back End System Administrator.

## **KK SHELVING**

**Regional Sales Coordinator (Contract)** | *May 2022 – Oct 2022*

- Analysed sales performance and developed weekly strategic action plans for sales improvement.
- Strengthened Key Account Management processes, resulting in a 30% revenue increase and a 25% reduction in customer retainer rates.
- Provided strategic insights for business opportunities and competitive positioning.
- Maintained professional relationships with Store Managers and supported sales teams with data-driven decision-making.
- Delivered bi-weekly business performance reports under regional and general management.
- Compiled Data and Business Sales and Loss Analysis reports.

## **HULAMIN OPERATIONS**

**Regional Sales and Service Coordinator** | *Dec 2017 – May 2022*

- Led regional client services, order processing, and showroom management to support business objectives.
- Enhanced supply chain processes, reducing lead times by 30% through strategic coordination with suppliers and internal stakeholders.
- Supported sales representatives in achieving 100%+ monthly targets via structured planning and reporting.
- Introduced a real-time inventory tracking system, reducing discrepancies by 40%.
- Prepared strategic bi-weekly performance reports, debt control data, and logistics updates.
- Conducted market and competition research to guide business strategy and compliance.

## **ICONBRAND T/A ICONLINX**

**Client Relations Manager / Key Account Manager / Operations Officer** | *Jan 2014 – Nov 2017*

- Managed key accounts and oversaw execution of multiple projects from planning to delivery.
- Identified new business opportunities and analysed proposals for strategic growth.
- Exceeded revenue targets by over 30% through targeted sales strategies and effective client engagement.
- Coordinated marketing, branding, and quality control processes to support organisational objectives.
- Security Operations Analyst.

## **LA-PRU IMAGES**

**Freelancer – Project Planner & Coach** | *Dec 2011 – Dec 2013*

- Planned and executed personalised client projects including sourcing, research, advertising, and coordination.
- Delivered structured coaching, mentoring, and trauma counselling programmes
- Facilitated Mental wellness programmes for clients.

## **FIRST NATIONAL BANK (FNB)**

**Service Advisor / Area Sales Admin/Corporate Wardrobe Coordinator** | *May 2008 – Oct 2011*

- Supervised 8 tellers, strengthened customer relationships, and generated new leads.
- Coordinated the provincial Corporate Wardrobe Project rollout for FNB Mpumalanga region.
- Achieved “Best Service Branch – 2010” for the Ekurhuleni region under personal supervision.
- Supported consultants to achieve 100% lead qualification through strategic guidance and coaching.

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## **EDUCATION & QUALIFICATIONS**

- Advanced Diploma in Management – **Milpark Business School (In Progress)**
- Relationship Management – **University of South Africa (UNISA)**
- Marketing Management – **Boston City Campus**
- Diploma in Project Management Practice – **Alison Learning Academy**
- Market Research, Consumer Insight & Competitor Analysis – **UCT**
- Certificate in Competition Law Compliance – **Online Compliance Learning**
- Certificate in POPI Awareness – **Iron Will**
- Certificate in Genetic Psychology – **SACAP**
- Trauma-Sensitive Mindfulness for PTSD – **SACAP**
- Microsoft 365 Copilot Programmes – **ExecuTrain Academy**