

PALISA SHONGWE

MARKETING PROFESSIONAL



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I am an organized and creative individual, with 10 years in the field of marketing. I have a proven track record of planning, developing and implementing integrated marketing and communication strategies that enhance brands, engages customers and supports business strategies, using tactics that include above, below and through-the-line approaches.

I am a meticulous project manager, balancing multiple deadlines, while maintaining an organized, yet creative approach. to plan and manage the content development and production of campaigns, marketing materials and marketing collateral.

Skills include:

Digital Marketing: Social media, email marketing, website content management (WordPress, Adobe Experience Manager and Sitecore), Lead generation and CRM (LexisNexis InterAction, Everlytic and SAP CRM), google analytics

Marketing: ATL & BTL marketing, event management

Graphic Design: Adobe Creative Cloud (Photoshop, Illustrator and InDesign)



EMPLOYMENT HISTORY

Employer Type of company Position held Service period	Shell Downstream South Africa Oil and Gas Brand and Communications Manager Current
Key responsibilities	Brand <ul style="list-style-type: none">Employer brand identity: messaging, visual identityBrand preference strategiesImproving the positioning of Shell Brand preference amongst audiencesKeeping up to date with audience needs, personas and how Shell is being perceivedMonitoring brand health and performance against the competitive landscape Content and communications <ul style="list-style-type: none">Develop the annual content strategy and calendarCreative production and developmentLead in the delivery of the annual campaign and content plan (Brand, Fuels Convenience retail and loyalty)Purveyor of brand compliance and ambassadorshipEstablishes collaboration with Shell Brand centre of excellenceFirst touch point for any marketing assetsCentralize content planning and coordination Brand Compliance <ul style="list-style-type: none">Advisor on all IR on brandCoordinate annual brand auditMonitor brand activitiesGovernance of brand assets and content

	<p>Management</p> <ul style="list-style-type: none"> • Manage relationships across media & creative agencies & other relevant tactical partnerships • Supervise and leverage the CR CVP implementer and Communication Advisor roles to deliver campaigns across fuels & Convenience Retail in the execution of media & communication plans. • Manage the Fuels SP&A planning and management in consultation with Fuels & E-Mobility Manager & Mobility Marketing Manager. <p>Employer UD Trucks Southern Africa Automobile Manufacturer</p> <p>Type of company Marketing and Communications Manager</p> <p>Position held 02 November 2021 – 31 August 2023</p> <p>Service period</p> <p>Key responsibilities</p> <p>Digital Channel Management</p> <ul style="list-style-type: none"> • Ensuring that the website content is maintained at a high standard • Developing monthly communication content for social media platforms to improve sentiment and engagement with the support of the agency and marketing team <p>Strategy</p> <ul style="list-style-type: none"> • Analyse local insights about consumers, markets, competition, and trends to develop the communication strategy, taking into consideration the overall business strategy • Regularly measuring and evaluating the effectiveness of the communication strategy against agreed objectives and KPI's • Working closely with the global team to ensure appropriate processes and procedures are followed in implementing marketing and communication activities • Supporting, guiding, and managing the implementation of dealer marketing activities <p>Campaigns, Advertising and Media Placement</p> <ul style="list-style-type: none"> • Developing and delivering above the line and below the line campaigns relating to the brand and product range to ensure the achievement of business objectives • Developing and delivering digital advertising strategies which drive targeted traffic to the website and generate quality leads through Salesforce • Working with external agencies to ensure that all artwork changes, copy and artwork deadlines are met in terms of media schedule and related campaigns <p>Marketing literature</p> <ul style="list-style-type: none"> • Responsible for developing and maintaining marketing literature to support the product range, per distribution channel, including sales briefs, data sheets, web media and sales presentations • Managing the application of the brand per guidelines and ensuring the consistent application of visual branding and business messages
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	<p>PR, Content and Communications</p> <ul style="list-style-type: none"> • Planning, supporting, preparing and managing responses to positive and negative inquiries from external sources including issues related to social media escalations and responses in a timely manner • Creating informative press kits, newsletters and related marketing material. • Dealing with media requests, both trade and mainstream <p>Events management and sponsorships</p> <ul style="list-style-type: none"> • Providing guidance from ideation to implementation for key events such as press conferences, launches, dealer conferences and industry tradeshows in line with the corporate branding strategy • Responsible for identifying and executing sponsorship and CSI opportunities that support the business strategy and objectives
Employer Type of company Position held Service period	Daimler Truck Southern Africa (Mercedes-Benz Aftermarket division) Automobile Manufacturer Marketing Coordinator: Mercedes-Benz Trucks Division 08 May 2017 – 31 October 2021 <ul style="list-style-type: none"> • Creating and executing marketing communication strategies for the aftersales market (customer services and parts) • Ensuring the end-to-end process of traditional and digital marketing campaign briefs from internal stakeholders are implemented and obtaining relevant sign off/approvals • Formulating campaign briefs for external agencies • QA all campaigns, ensuring links are working and creative and content is correct to ensure flawless execution on all marketing platforms used • Customer experience management – determining if messages and creative to our customers and dealers make sense. Making functional recommendations and creative recommendations • Generating Facebook content, managing the escalation of queries and formulating the necessary responses to queries together with the Digital specialists • Managing content on the company website – using content management software (CMS) • Generating creative ideas on design, layout and campaign tactics. • Ensuring all creative is aligned with Mercedes-Benz CI • Ensuring campaign results are communicated regularly and all relevant improvement recommendations are put into place • Supporting dealer network with marketing activities and events. • Tracking and managing the marketing budget • Circulating emailers • Supporting with the execution of the event activity plan by assisting with launches, product promotions, dealer roadshows, vehicle displays and customer events in accordance with company procedures
Employer Type of company Position held Service period	Hogan Lovells Commercial Law Firm InterAction and Digital Marketing Administrator 11 January 2016 – 05 May 2017 <ul style="list-style-type: none"> • Reviewing and updating contact and company data, working closely with the firm's e-marketing tool, and providing quality assurance of records in the marketing experience database

	<ul style="list-style-type: none"> • Responsible for working with the marketing team in their e-communications efforts, in supporting, creating, formatting, and sending out various e-marketing campaigns and pulling reports • Uploading blog posts, publications and creating/updating biographies on the website CMS • Updating the firm's CRM database with relevant data, as well as researching client and prospect information to ensure the database contains current and accurate information • Responsible for enhancing the CRM database with additional information that the firm relies on for business development purposes • Provide quality assurance of records in the experience database including regular review of client, entity, and associated experience record data for accuracy • Create and upload email lists from the CRM database to the firm's e-marketing tool as needed • Checking and editing website content in line with the firm's tone of voice writing • Assisting the team in various ad hoc activities such as planning and creating promotional material (flyers & invitations) for events and projects • Working with the relevant marketing and BD lead(s) to make the requisite updates to the experience database as needed
Employer Type of company Position held Service period	TE Trade Events Trade Exhibition Organizers and Publishers Marketing Assistant 08 July 2013 – December 2015 <ul style="list-style-type: none"> • Responsible for coordinating and executing marketing activities, as defined by marketing manager • Assisting in planning and executing online marketing campaigns. • Managing email distribution lists including new subscriptions, opt-outs and bounces • Sourcing giveaways for online competitions • Sending weekly newsletters • Supporting and driving social media campaigns • Tracking marketing efforts and monitoring results • Maintaining and updating the company websites on a regular basis • Monitoring website analytics and reporting back as required • Collating information for promotional literature • Ensuring that the corporate identity is applied consistently in all marketing communication • Assisting the Art Director on a regular basis • Keeping up to date with industry trends • Providing support at shows
Employer Type of company Position held Service period	Absa Student Bureau Bank Internal Student Sales Consultant 17 December 2012 - 31 March 2013 <ul style="list-style-type: none"> • Processing student cheque and credit card accounts • Customer service management • Reporting discrepancies and problems to supervisor • Telesales • Doing follow-ups with clients and educational institutions • Performing administrative and office support activities

Employer Type of company Position held Service period	Tupperware SA Direct Selling Association of South Africa (DSASA) Sales Representative January 2009 - 2011
Key responsibilities	<ul style="list-style-type: none"> Promoting and selling the products to existing and new customers Building and maintaining relationships with customers

TERTIARY UNIVERSITY EDUCATION

INSTITUTION	QUALIFICATION	DATE
University of Johannesburg	BTech: Marketing Management	2013 - June 2015
University of Johannesburg	National Diploma: Marketing	2010 - 2012
University of Johannesburg	Certificate: Marketing and Sales	2009 - 2009

ADDITIONAL TRAINING COURSES

INSTITUTION	QUALIFICATION	DATE
University of Cape Town	Certificate: Digital Marketing	April – June 2021
Vega School of Brand Leadership	Certificate: Introduction to Web Design	July – Nov 2016
SEESA Skills Training	Certificate: Introduction to The Consumer Protection Act	July 2015
Vega School of Brand Leadership	Certificate: Introduction to Desktop Publishing and Design	Feb - May 2015
Networking And Training Systems (NTS) Swaziland	Certificate: ICDL (International Certificate of Digital Skills)	Jan - Dec 2008

SECONDARY EDUCATION

INSTITUTION	QUALIFICATION	DATE
Setsembiso Sebunye High School (Swaziland)	IGCSE: International General Certificate In Secondary Education	2003 - 2007

SKILLS

Professional Skills	Personal skills
<ul style="list-style-type: none">• Communication skills, interpersonal skills, and ability to build relationships• Computer literate in Microsoft Word, Powerpoint and Excel• Ability to plan, organize and follow-through (work to project timelines meticulously)• Ability to multi-task and prioritize• Creative thinker, fast learner and detail oriented	<ul style="list-style-type: none">• Career-minded and professional at all times• Resilient and able to handle pressure• Strong sense of responsibility and desire to get things done properly• Self-motivator• Performance and goal oriented• Able to build rapport with individuals from different cultures and backgrounds• Flexible

❖ **Academic Achievements:** Primedia awarded me a study bursary in 2011 for my exceptional academic performance.

REFERENCES:

Available upon request.