

# PALISA SHONGWE

## MARKETING PROFESSIONAL

+ (27) 79 228 5597 / + (27) 81 490 4136

S.palisa@yahoo.com Johannesburg

Portfolio: [www.palisashongwe.com](http://www.palisashongwe.com)

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

<b>Employer</b> <b>Type of company</b> <b>Position held</b> <b>Service period</b>	<b>Shell Downstream South Africa</b> Oil and Gas <b>Brand and Communications Manager</b> Current
<b>Key responsibilities</b>	<b>Brand</b> <ul style="list-style-type: none"><li>• Employer brand identity: messaging, visual identity</li><li>• Brand preference strategies</li><li>• Improving the positioning of Shell Brand preference amongst audiences</li><li>• Keeping up to date with audience needs, personas and how Shell is being perceived</li><li>• Monitoring brand health and performance against the competitive landscape</li></ul> <b>Content and communications</b> <ul style="list-style-type: none"><li>• Develop the annual content strategy and calendar</li><li>• Creative production and development</li><li>• Lead in the delivery of the annual campaign and content plan (Brand, Fuels Convenience retail and loyalty)</li><li>• Purveyor of brand compliance and ambassadorship</li><li>• Establishes collaboration with Shell Brand centre of excellence</li><li>• First touch point for any marketing assets</li><li>• Centralize content planning and coordination</li></ul> <b>Brand Compliance</b> <ul style="list-style-type: none"><li>• Advisor on all IR on brand</li><li>• Coordinate annual brand audit</li><li>• Monitor brand activities</li><li>• Governance of brand assets and content</li></ul>

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

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

<b>Employer</b> <b>Type of company</b> <b>Position held</b> <b>Service period</b>  <b>Key responsibilities</b>	<b>Tupperware SA</b> Direct Selling Association of South Africa (DSASA) <b>Sales Representative</b> January 2009 - 2011  <ul style="list-style-type: none"> <li>Promoting and selling the products to existing and new customers</li> <li>Building and maintaining relationships with customers</li> </ul>
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### 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: <a href="#">ICDL</a> (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	
<b>Professional Skills</b> <ul style="list-style-type: none"> <li>• Communication skills, interpersonal skills, and ability to build relationships</li> <li>• Computer literate in Microsoft Word, Powerpoint and Excel</li> <li>• Ability to plan, organize and follow-through (work to project timelines meticulously)</li> <li>• Ability to multi-task and prioritize</li> <li>• Creative thinker, fast learner and detail oriented</li> </ul>	<b>Personal skills</b> <ul style="list-style-type: none"> <li>• Career-minded and professional at all times</li> <li>• Resilient and able to handle pressure</li> <li>• Strong sense of responsibility and desire to get things done properly</li> <li>• Self-motivator</li> <li>• Performance and goal oriented</li> <li>• Able to build rapport with individuals from different cultures and backgrounds</li> <li>• Flexible</li> </ul>

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

#### REFERENCES:

Available upon request.