

# NTHABISENG

**Project Manager | Corporate Communicator | Brand Strategist**

**RooCruit**

Johannesburg, South Africa

## PROFESSIONAL SUMMARY

Dynamic communications and project management specialist with over 10 years' experience delivering integrated marketing, corporate communications, change management, and brand strategies across diverse industries. Proven track record of leading cross-functional teams, driving stakeholder engagement, and building compelling narratives that support business transformation. Versatile, creative, and impact-driven professional thriving at the intersection of corporate strategy and innovative storytelling.

## KEY SKILLS

- Brand Strategy & Content Development
- Stakeholder Engagement & Corporate Liaison
- Corporate Communications & Change Management
- Project Management (Agile & Waterfall)
- Media Relations & Reputation Management
- Internal Communications & Employee Engagement
- Digital Strategy & Campaign Execution
- CRM, Analytics & Performance Measurement

## TECHNICAL APPLICATIONS

- Adobe Creative Cloud
- Canva
- HubSpot
- Monday.com
- ClickUp
- PowerBI
- Meltwater
- Google Analytics
- Hootsuite
- SproutSocial

## PROFESSIONAL EXPERIENCE

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### **Contractor, Project/Change Communication Specialist**

**Apr 2025 - On-Going**

#### *Major Global Mining & Resources Corporation*

- Developed and executed strategic communications for global digital technology initiatives.
- Created and designed internal newsletters, leadership briefings, and stakeholder-facing materials ensuring clear, effective, and consistent communication.
- Partnered with the Project Management Office and technology teams to align project goals with communications strategy.
- Effectively utilized internal communication tools and platforms to enhance team collaboration.
- Designed stakeholder engagement plans and monitored feedback loops.
- Delivered monthly reports to leadership on communications effectiveness.

### **Consultant, Social Media Manager**

**Nov 2024 - Apr 2025**

#### *Creative Business Solutions Agency*

- Provided continuous assistance to ensure seamless execution of marketing initiatives.
- Crafted high-quality, compelling content tailored to resonate with the client's audience across various platforms.
- Managed marketing projects to ensure timely and successful delivery.
- Streamlined the planning, scheduling, and monitoring of social media activities for maximum impact.
- Developed and implemented robust marketing strategies to drive growth and achieve client objectives.

### **Consultant, Project Management, Marketing & PR**

**Jun 2022 – Feb 2025**

#### *Full-Service Boutique Marketing Agency*

- Crafted strategic brand experiences for a major Hotel Group to enhance market presence and guest engagement.
- Led media and influencer campaigns to amplify client initiatives and drive brand awareness.

- Developing and executing Above-The-Line (ATL) media planning and buying strategies.
- Designed and implemented Below-The-Line (BTL) marketing and promotional activations.
- Managed PR strategies and media relations to strengthen brand reputation and visibility.

**Consultant, Business Strategy****Feb 2021 – Mar 2024***International Business Finance & Investment Firm*

- Identified viable investment opportunities through in-depth market analysis, resulting in successful venture capital deals.
- Delivered strategic recommendations by evaluating balance sheets, competitive landscapes, and industry trends.
- Designed and executed communication strategies that positioned new ventures for success.
- Enhanced stakeholder engagement through high-quality content for newsletters and digital platforms.

**Consultant, Account Director****Jan 2021 – On-Going***Specialist Public Relations Agency*

- Crafted data-driven marketing and advertising strategies tailored to client objectives.
- Developed compelling ad creatives, including visuals, copy, and multimedia assets.
- Identified optimal media channels (TV, Digital, OOH) to maximize reach and ROI.
- Tracked key metrics and optimized strategies to improve campaign performance.

**Senior Communications Specialist, Corporate Affairs****Oct 2016 – Dec 2020***Large International Media & Entertainment Group*

- Oversaw comprehensive PR campaigns, combining traditional media with digital channels for corporate initiatives.
- Built lasting relationships with key media partners, earning significant coverage for brand campaigns.
- Directed the planning and execution of major corporate events and logistics.
- Developed and maintained budgets for multiple high-stakes projects.

**Graphics & Communications Coordinator****Oct 2013 – Sep 2016**

### *Large International Media & Entertainment Group*

- Led branding efforts by developing cohesive messaging and monthly newsletter production.
- Created and implemented a digital sales platform, streamlining customer interactions.
- Coordinated community-focused marketing activations to boost engagement.

## EDUCATION

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### **BCom in Marketing Management**

University Of South Africa (UNISA)

### **Digital Marketing Strategy**

AAA School of Advertising

## CERTIFICATIONS

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AI Agility

Project Management

Cybersecurity

Change Management

Social Media Management

Business Analysis for Project Management

Strategic Communications & Reputation Management

## LANGUAGES

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English, Afrikaans, Tswana