

## RooCruit

# TITIRELENG

## Marketing Communications Specialist

Midrand Gauteng, South Africa

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### PROFESSIONAL SUMMARY

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Marketing Communications Specialist with over 10 years of experience leading integrated B2B and B2C communication strategies across global organizations in the US, UK, India, Canada, and Costa Rica. Proven expert in employer branding, internal communications, and campaign execution for multinational teams using high-impact tools like Klaviyo, HubSpot, and Mailchimp. Dedicated to translating complex data into strategic insights that maximize ROI and stakeholder engagement.

### KEY SKILLS

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B2B & B2C Strategy

Employer Branding

Klaviyo & HubSpot

SEO Best Practices

Stakeholder Management

Campaign Automation

Internal Communications

Data Analytics & ROI

Event Management

### PROFESSIONAL EXPERIENCE

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02/2026 – Present

**Consultant***Strategic Brand Management Consultancy*

- Developed comprehensive brand strategy and identity systems including vision/mission frameworks and visual identity specifications.
- Created competitive positioning analysis to differentiate the client through specialized market segmentation.
- Delivered multi-channel digital implementation strategies encompassing LinkedIn launch plans and website architecture.

**Marketing Communications Consultant**

03/2024 – 04/2025

*Global Information Solutions & Credit Reporting Firm*

- Developed internal and external marketing communications across global teams to support alignment and engagement.
- Produced high-impact content including leadership messaging, long-form articles, and global campaign assets.
- Drove employer branding initiatives that strengthened culture, talent attraction, and employee engagement.
- Spearheaded a global social impact campaign addressing period poverty, reinforcing brand purpose and CSR commitments.
- Managed CMS publications ensuring content followed SEO best practices across landing pages and homepages.

**Campaign Coordinator**

01/2021 – 03/2024

*Multinational Financial Services Provider*

- Planned and executed end-to-end digital campaigns across email and social media, including audience segmentation and A/B testing.
- Identified drivers of engagement and conversion across international markets and diverse audience segments.
- Implemented advanced email marketing strategies focused on personalization and lifecycle engagement.

- Managed the end-to-end publication of the company's member magazine, overseeing design, content creation, and distribution.

**Exports Marketing Manager**

10/2019 – 05/2020

*Specialized Manufacturing & Insulation Company*

- Supported procurement and stakeholder coordination for international market expansion initiatives.
- Conducted comprehensive market research and maintained strategic documentation for global export operations.

**Category Associate**

10/2018 – 01/2019

*Leading International Beauty & Personal Care Brand*

- Supported execution of brand strategies for advertising, promotions, and new product development.
- Analyzed consumer data to identify growth opportunities and cost-saving initiatives.
- Managed content production for the monthly representative magazine to enhance brand communication.

**Project Coordinator / Marketing Assistant**

04/2016 – 06/2018

*Global Energy & Petrochemical Corporation*

- Successfully managed migration projects within strict budgetary constraints and timelines.
- Developed global B2B channel marketing strategies aligned with commercial brand guidelines.
- Coordinated end-to-end management for corporate events, town halls, and international workshops.

**Social Media & Consumer Insight Analyst**

01/2015 – 01/2016

*Healthcare & Medical Scheme Provider*

- Developed and executed comprehensive social media strategies and SEO content calendars.
- Managed day-to-day operations including community engagement and analytics reporting.

## EDUCATION

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### **Masters of Management in Strategic Marketing**

Wits Business School (Current)

### **Bachelor of Commerce (Hons) in Business Management**

University of South Africa

### **Bachelor of Business Science in Marketing and Management**

Monash University

## CERTIFICATIONS

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- Lean Six Sigma Green Belt
- User Experience Design (Red & Yellow)
- Email Marketing & Social Media Marketing (HubSpot Academy)
- Digital Marketing Professional Certificate (Red & Yellow)
- Google Ads Search & Fundamentals of Digital Marketing (Google)
- Project Management (University of Cape Town)
- Consumer Neuroscience & Neuromarketing (Coursera)

## TOOLS & PLATFORMS

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Salesforce Marketing Cloud

Google Analytics / SEMrush

Asana / Jira / Smartsheet

Meltwater / Brandwatch

Canva / ImageRelay / Canto

Everlytics / Populo