

# CONTACT

+27 67 998 0746 /  
+27 64 687 7192

reabetsoehlaoli09@  
gmail.com

## AREAS OF EXPERTISE

- Social Media Marketing
- Digital Marketing
- Telemarketing
- Proficient in Microsoft 365
- Proficient in Quips
- Visual Design
- Sales
- Administration
- Management
- Decision making
- Coordination
- Communication
- Problem Solving
- General Management
- Team Work
- Customer Service

## TECHNICAL SKILLS

- Troubleshooting
- Understand Computer hardware
- Network Configuration and management
- Software Installation & Maintenance
- Server management

# REABETSOE HLAOLI

## Personal Summary:

With five years of experience in marketing and brand management, I bring a dynamic combination of strategic expertise, analytical skills, and practical execution. My journey includes roles such as a catalog specialist at Amazon, where I refined my organizational abilities and attention to detail, and as the Marketing Director at Suave Designs Pty Ltd, where I lead innovative strategies and drive global outreach. I excel in problem-solving, effective communication, and time management, consistently delivering exceptional results under tight deadlines. My ability to manage multiple priorities while identifying growth opportunities and implementing impactful solutions underscores my value as a collaborative and results-driven professional.

## WORK EXPERIENCE

### 2024 September - 2024 December

**Company:** Suave Designs (Pty) Ltd

**Position:** Marketing Director

**Duties:** Product Research ; Collaborate with other teams; Data Analysis ; Develop and Implement Marketing Strategies; Brand Management ; Market Research and Analysis ; Campaign Management ; Digital Marketing Oversight.

### 2024 April - 2024 August

**Company:** Amazon

**Position:** Catalog Specialist

**Duties:** Product Research ; Collaborate with other teams and vendor managers ; Detect website defects; Data analysis; Language localization ; Update product information ; Maintain accurate and up-to-date pricing information.

### 2023 October - 2024 April

**Company:** EXL Service South Africa (PTY) LTD

**Position:** Collections Advisor

**Duties:** Customer service ; Telemarketing ; accounting; admin; customer profiling ; Handling customer queries ; Meeting collection targets set by company ; Coordination ; negotiating payment plans ; Data Analysis

## EDUCATION

### 2021 - 2023

- Diploma in Marketing
- Cape Peninsula University of Technology

### 2020

- Marketing Management N4
- Centrum Technical College

### 2019

- Matric (NSC)
- Royal Schools princess Park College

## CERTIFICATIONS

- Google Analytics
- Hubspot Academy
- Google Digital Garage
- Google AdSense

### 2023 February - 2023 September

**Company:** CPUT E-learning Computer Lab

**Position:** Computer Lab Assistant

**Duties:** Technical problem solving ; Microsoft office installation/run ; Assist with password retrieval & reset ; Facilitation ; Administration ; Data Analysis

### 2022 March - 2023 March

**Company:** BBQ Nation

**Position:** Marketing & Sales Assistant

**Duties:** Digital Marketing ; Affiliate Marketing ; Customer service ; Social Media Marketing ; Telemarketing ; Search Engine Marketing ; Accounting, Admin; Customer Profiling; Data Analysis

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### REFERENCES

**Refilwe Hlaoli**

CEO, Suave Designs

**Phone: 083 713 7248**

**Email: filwehlaoli@gmail.com**

**Mashudu Netshia**

Vendor Manager, Amazon

**Phone: 069 253 2360**

**Email: mnetshia32@gmail.com**

**Neo Moletsane**

Team Manager, EXL South Africa (PTY) LTD

**Phone: 071 498 0184**

**Email: Neo.moletsane@ovo.com**

**Andani Mulaudzi**

IT Infrastructure Consultant, CPUT

**Phone: 076 587 2203**

**Email: andanimalaudzi@gmail.com**

**Nandile Sondlo**

Owner & Manager, BBQ Nation

**Phone: 066 288 8731**

**Email: nandile.sondlo2@gmail.com**