



PABALLO MOLAHLEHI

**DIGITAL & CONTENT MARKETING
SPECIALIST**

WORK EXPERIENCE

Content Marketing Specialist
FNB

June 2022 - Present

- Leading B2C and B2B content strategies across digital platforms (social, web, app, mobi)
- Designing and executing integrated campaigns that grow engagement and increase targeted campaign reach
- Partnering with internal and external stakeholders to optimise campaigns and ensure alignment with brand promise, 'Help Changes Everything'
- Optimising SEO and web/app experiences, contributing to an uplift in organic traffic and improvement in lead generation
- Collaborating with product and marketing teams to deliver campaigns that drive measurable growth in digital adoption and conversions
- Supporting new product launches through tailored content that generates leads within launch windows
- Collaborating with influencers and creators to execute integrated digital campaigns that expand reach, strengthen brand credibility, and increased audience engagement

Social Media Writer

FNB

August 2018 - May 2022

- Created high-performing social copy that increased social media following and engagement and boosted reach
- Managed social media platforms to protect and enhance FNB's online reputation
- Addressed customer queries and complaints and streamlined the escalation process
- Delivered reporting dashboards with actionable insights that helped shape future campaign strategies
- Collaborated with product and marketing teams to deliver campaigns that drove measurable growth in digital adoption and conversions

CONTACT



+2783-999-9049



dominiquemolahlehi@live.com

ABOUT ME

Digital Marketing & Content Specialist with 10+ years of experience driving measurable brand growth through data-led content, social media strategy and SEO. Proven track record of increasing engagement, improving conversion rates, and leading cross-channel campaigns for top brands in financial services, tech, and FMCG. Adept at blending creative storytelling with analytics to deliver content that boosts visibility, strengthens positioning, and generates business results.

CERTIFICATION

Google Analytics: Aug 2024 (Udemy)
Inbound Marketing: Sep 2023 (HubSpot)



CORE SKILLS

- Social Media Strategy (Paid & Organic)
- SEO | Performance Marketing | Digital Owned Platforms (Web, App, Mobi)
- Copywriting & Storytelling | Community Engagement | Email Marketing | Influencer Partnerships
- Data Analytics & Reporting | KPI Tracking | Conversion Optimisation | A/B Testing
- Stakeholder Management | Cross-functional Team Collaboration | Project Leadership

CLIENT EXPERIENCE

FNB | Standard Bank | Absa | Liberty | STANLIB
| Hollard | Clientele Life | Alexander Forbes |
Huawei | Vodacom | EDCON | Avis | Coca-
Cola | Mondelēz, DStv, SONY, Huffington Post,
BizCommunity, News24, BET

EDUCATION

Journalism Diploma: Boston Media House

WORK EXPERIENCE

Senior Copywriter

Wunderman Thompson

August 2017 – July 2018

- Developed campaign concepts and ad copy that secured 3 new client wins in pitches
- Partnered with strategists to deliver consistent brand messaging across digital and social channels
- Created multi-platform content that increased engagement for clients like Mondelēz and Standard Bank

Senior Social Media Manager

Native VML

November 2016 – July 2017

- Led social strategy for key accounts, achieving follower growth and engagement uplift
- Oversaw campaign execution, analytics, and reporting to demonstrate ROI for clients
- Collaborated with creative and media teams to deliver campaigns that exceeded KPIs

Content Manager

Cerebra

August 2015 – October 2016

- Managed the content strategy for brands including Coca-Cola, Vodacom, Huawei, Absa and DStv
- Grew online communities and delivered content that drove impressions monthly
- Produced analytics reports that influenced client investment in digital channels

PR Executive

Phatic Communications

October 2014 – July 2015

- Drafted press releases and managed media relations for clients including EDCON and SONY
- Managed social platforms to protect and enhance client reputations

Junior SEO Copywriter & Social Media Manager

3Way Marketing

November 2013 – March 2014

- Produced SEO optimised copy that improved client search rankings, increasing organic traffic
- Supported social media planning and community management, growing client communities