

Lebo Malatse

Marketing Communication Specialist

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PROFESSIONAL SUMMARY

Marketing communications specialist with over 5 years of experience in crafting compelling narratives and executing data-driven strategies across digital and traditional channels. Proven track record in developing targeted campaigns, including growing social media presence (10K+ Instagram followers) and managing email marketing. Skilled in leveraging analytics, AI tools, and collaboration for optimal engagement and ROI. Passionate about humane storytelling and inclusive messaging, aligning brand goals with community impact. Proficient in Trello, Canva, DAM systems, and Adobe Creative Suite to deliver cohesive and timely projects.

SKILLS

- Market Research
- Market Analysis
- Competitive Analysis
- AI Prompt Writing
- Integrated Marketing
- Digital Marketing
- Marketing and Proposal Coordination
- Communication Management
- Brand Messaging
- Social Media Strategy and Engagement
- Content Creation
- Project Management
- Cross-Functional Collaboration
- KPI Monitoring and Analysis
- ROI Optimization
- Trend Analysis
- Database Management
- Employee Engagement Initiatives
- Stakeholder Management
- Community Engagement
- Program Development
- Compliance Measures
- Data Analysis
- Calendar Management
- Adobe Acrobat
- Microsoft Office Suite

WORK EXPERIENCE

Communications Specialist | LLAG Media | 2023 - Present

- Spearhead internal communication campaigns, leveraging various internal communication platforms to align product messaging, ensuring brand consistency and alignment with client objectives to increase client satisfaction.
- Develop detailed project schedules, utilizing project management tools to coordinate cross-functional teams in design, content, and marketing, increasing on-time project delivery and reducing bottlenecks and delays.
- Create briefs for internal teams, conducting needs assessments, and translating requirements into actionable insights in alignment with client strategic visions, enhancing client satisfaction, and driving an increase in repeat business.
- Led initiatives to create engaging Instagram series, analyze clients' interests and trends to double audience reach using Instagram algorithms, adding over 10K followers and boosting brand visibility and user engagement.
- Direct engaging content for internal platforms, analyzing employee needs through surveys, and leveraging data analytics to tailor content, enhancing engagement across various channels and boosting retention rates.

Sales & Marketing Specialist | Menemsha Solutions | 2022 - 2023

- Crafted targeted revenue growth strategies, analyzing market trends and identifying potential customer segments to craft targeted marketing campaigns, increasing year-over-year revenue, and driving customer streams.
- Charted 100+ RFPs and RFQs, collaborating with sales and product teams to tailor proposals to client needs in alignment with the company's value proposition, enhancing success rate in securing high-value contracts and boosting revenue.
- Revamped staff bios and departmental profiles to showcase expertise, working cross-functionally to present a professional brand identity across all customer touchpoints, strengthening brand perception and increasing client engagement.
- Partnered with cross-functional teams to align marketing campaigns that resonate with target audiences and business goals, driving an increase in lead generation and customer conversion rates.
- Monitored sales performance, analyzing KPIs to assess marketing strategy and optimize campaign ROI in alignment with revenue goals, improving campaign ROI and enabling precise sales forecasting and budget allocation.

Alumni/Student Coordinator | United Performing Arts Foundation | 2018 – 2022

- Established targeted engagement strategies to strengthen relationships and community involvement between UNITY and 1k+ alums students, increasing alum participation in institutional programs and networking events.
- Designed and proofread over 100+ promotional materials, utilizing visually appealing, informative materials to communicate with alums and the community, enhancing messaging clarity and increasing event participation.
- Oversaw database management, using innovative tracking tools to maintain an up-to-date and comprehensive alum database that supports outreach and engagement efforts, enabling accurate outreach and increasing donor contributions.
- Executed feedback surveys for 100+ students, collaborating with stakeholders to identify areas for improvement and gather actionable insights for curriculum development, improving program satisfaction scores and student support services.
- Led student registration and parent orientation initiatives, integrating online registration platforms for seamless onboarding experience and data collection, reducing registration issues and increasing parent satisfaction.
- Monitored student's learning progress, collaborating with cross-functional teams to align student development with institutional goals and support academic growth, increasing student retention rates and academic performance.
- Provided administrative support to 20+ international students, organizing support services and resources to simplify complex processes with immigration and educational policy compliance, enhancing experience and compliance rate with policies.

Benefits Consultant and Administrator| Aflac Insurance Company | 2016 – 2018

- Managed benefit plans for 3,500+ employees, overseeing vendor relationships and compliance in alignment with company goals and values, enhancing accuracy in vendor payments, and reducing discrepancies through audits.
- Streamlined benefit processes, partnering with cross-functional teams to implement administrative procedures for benefits programs, reducing employee queries and enhancing communication of policy updates.
- Optimized employee data across multiple databases, utilizing data management tools to resolve intermediate-level queries and minimize system errors, improving data accuracy and ensuring seamless benefits administration.
- Handled onboarding program development, designing a new hire orientation program with an updated employee handbook that communicated benefits and company policies, decreasing liability exposure and improving new hire retention.
- Automate payment processes, leveraging Excel and ADP systems to analyze data and prepare carrier payments that align with payroll records and comply with regulatory requirements, enhancing payment accuracy and reducing processing time.

Junior Market Researcher| Chemitop | 2014 – 2016

- Conducted comprehensive market research on cash and carry stores in Johannesburg and Pretoria to identify trends, opportunities, and potential suppliers.
- Liaised with suppliers to request product samples and coordinated quality testing to ensure compliance with company standards.
- Produced detailed weekly progress reports to inform the team of market research findings, supplier negotiations, and project milestones.
- Generated monthly shortlists of 5-10 items, including 3 suppliers per item, for final approval to streamline the procurement process.
- Analyzed current selling performances and provided customer service by contacting clients to address inquiries and resolve issues.

EDUCATION

Bachelor of Arts or Sciences Creative Writing | Full Sail University | 2019