

ROSITA MBANJWA

D I G I T A L M A R K E T E R



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SKILLS

- Web Design
- DV360 & Hivestack, SharePoint
- Innovative & Strategic Thinking
- Data Analysis & Insights
- Copywriting
- Problem-Solving
- Tech-savvy
- Budget Management
- Effective Communication

EDUCATION

BCOM IN LAW, UNIVERSITY OF SOUTH AFRICA

February 2025 - In Progress

DIGITAL MARKETING CERTIFICATE, IHUB AFRICA

March 2022 - November 2022

DIPLOMA IN LAW, UNIVERSITY OF SOUTH AFRICA

February 2020 - November 2022

PROFILE

My name is Rosita, a Diploma in law graduate and digital marketer. My values for education, communication, integrity and relationships drive me to always become a better version of myself. I am an analytical thinker, problem solver and always makes sure to complete anything I put my mind to. Leadership is a skill I want to develop as I enjoy being in environments where I can brainstorm ideas with others.

My belief in lifelong learning has encouraged me to take online courses to upskill myself. I have obtained outstanding results and continue in my learning journey as I believe in learning something new everyday. As long as there is a problem to solve, I am bound to be intrigued by it.

EXPERIENCE

JUNIOR PROGRAMMATIC TRADER

GroupM - Nexus Media Solutions

February 2023 - In Progress

- Successfully manage programmatic campaigns across platforms like DV360, delivering high-impact results.
- Expertise in analyzing key metrics like CPM, CTR, engagement rates, and unique reach to optimize campaign strategies and performance.
- Recommend media strategies & provides insights to campaigns.
- Plan, implement & maintain media campaigns using real-time bidding.

PROGRAMMATIC DIGITAL OUT OF HOME SPECIALIST

GroupM - Nexus Media Solutions

February 2023 - In Progress

- Strategize, execute and optimize digital out-of-home campaigns across premium inventory, leveraging programmatic platforms to maximize impact.
- Collaborate with publishers and SSPs to secure high-value inventory and negotiate optimal CPMs for maximum ROI.
- Use data-driven audience segmentation to optimize location-based targeting strategies for greater campaign reach and effectiveness.

BADGES

WORKING IN DIVERSE TEAMS
(2022)

EFFECTIVE COMMUNICATION IN
THE WORKPLACE (2022)

DIGITAL MARKETING, HUBSPOT
(2024)

MASHAURI COVID-19 IDEA
PROGRAM (2020)

LANGUAGES

- ENGLISH
- ISIZULU

REFERENCE

NAME: Mrs. Kate Ngoveni

OCCUPATION: Geography Teacher

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NAME: Mr. Thendo Netsianda

OCCUPATION: iHub Africa/Facilitating Hub Lead

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PROFESSIONAL DEVELOPMENT

GOOGLE DIGITAL SKILLS FOR AFRICA

FUNDAMENTALS OF DIGITAL MARKETING (2022)

- Learnt the steps of online success.
- Learnt to establish an online presence and planning an online business.

UNIVERSITY OF JOHANNESBURG ONLINE SHORT LEARNING COURSES

Used this online learning platform from an accredited University to enroll in courses to gain and improve my knowledge on African philosophy as well as explore advanced AI research and applications.

AFRICAN INSIGHTS (2021)

- Learned all about the intellectual traditions and debates in Africa, its inheritance and historical and political concepts in African studies.

ARTIFICIAL INTELLIGENCE IN THE FOURTH INDUSTRIAL REVOLUTION (4IR) (2021)

- Learned and explored the evolution of artificial intelligence in the 4IR and automation.
- The application of the 4IR AI in current and future use.
- The impact of AI in general.

ACTIVITIES

- I am currently (from September 2024) Mentoring a university student, fostering industry knowledge and skill development.
- In May 2020, I took part in a Covid-19 Global competition with MASHAURI COURSES where I had to pitch a business idea to combat the lockdown situation, addressing the problem of children staying indoors due to the lockdown and receiving no form of education. My business idea made it to the top 10 (the finals); thus I received their Cum Laude certificate for participation and for completing all the activities.
- September 2018 volunteered at Chris Hani Baragwanath Hospital in the Obstetrics and Gynecology Department from 10/09/2018 – 11/09/2018.