
NTHABISENG RABOTHATA

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PROFESSIONAL SUMMARY

Dedicated and target-driven Marketing Management student currently completing N6 at Central Johannesburg College, with a completed N4 Certificate and a Digital Marketing Certificate from Mancosa (2023). Over 1 year of field sales experience as a Sales Agent at GroDirect (Apr 2023 – Jun 2024) selling insurance and consistently achieving weekly sales targets. Well-versed in Marketing Management, Sales Management, Marketing Research, Marketing Communication, and Entrepreneurship. Proficient in MS Office (Excel, Word, PowerPoint) and digital marketing tools. A fast learner with excellent communication, customer service, and negotiation skills, seeking an opportunity to contribute and grow within a dynamic organization.

EDUCATION

N6 Marketing Management | In Progress

Central Johannesburg College | 2024 – Present

Completed: Sales Management, Marketing Research, Marketing Communication

In Progress: Essentials of Strategic Marketing Management

N5 Marketing Management

Central Johannesburg College

Modules: Marketing Management, Entrepreneurship & Business Management, Computer Practice, Sales Management

N4 Marketing Management | Certificate Obtained

Central Johannesburg College

Modules: Marketing Management, Entrepreneurship & Business Management, Computer Practice (Excel, Word, PowerPoint), Management Communication

Digital Marketing | Short Course Certificate

Mancosa | 2023

WORK EXPERIENCE

Sales Agent (Field Work) | GroDirect

April 2023 – June 2024 | Johannesburg

- Conducted field sales of insurance products directly to clients
- Consistently met and exceeded weekly sales targets in a high-pressure environment
- Prospected for new clients and maintained strong customer relationships
- Delivered clear product presentations and handled client objections professionally
- Developed strong skills in persuasion, negotiation, and closing sales

KEY SKILLS & COMPETENCIES

Marketing & Sales: Field Sales, Direct Selling, Market Research, Marketing Communication, Sales Management, Digital Marketing, Customer Acquisition

Computer Skills: Microsoft Office (Excel, Word, PowerPoint), Computer Practice, Social Media Platforms

Professional Skills: Excellent Verbal & Written Communication, Customer Service, Target-Driven, Time Management, Teamwork, Adaptability, Problem-Solving

REFERENCES

Available on request