

MAMPHELA LETHABO SEPURU

Marketing Graduate | Digital Marketing | Content & Brand

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PROFESSIONAL SUMMARY

Creative and analytically minded Humanities graduate majoring in Psychology, Literature and Linguistics, with hands-on experience in marketing, content creation, social media growth and administrative coordination. Proven ability to grow digital audiences, communicate brand messages across platforms and manage campaigns independently. Currently completing the Google Digital Marketing & E-commerce Certificate. Strong personal interest in the beauty and FMCG sectors, with a lifestyle-focused approach to brand storytelling and consumer trends. Trilingual (English, Sesotho, isiZulu), detail-oriented and eager to contribute meaningfully to a dynamic marketing environment.

CORE COMPETENCIES

Social Media Management	Content Creation & Copywriting	Data Visualisation (Tableau)
Digital Marketing (Google Cert)	Campaign & Brand Communication	Trilingual (EN/Sesotho/Zulu)

WORK EXPERIENCE

Head of Marketing & Administration (Freelance) | Botlogile Student Residence, NWU

March 2023 – December 2024

- Developed and executed all marketing and communications strategies for a student residence of 100+ residents.
- Grew residence TikTok account from 0 to ~2,000 followers achieving 500,000+ views through strategic content creation.
- Managed event promotions, scheduling and logistics across the academic year with zero administrative errors.
- Produced all written communications, promotional materials and digital content independently.
- Applied psychology knowledge to manage stakeholder relationships, resolve conflicts and maintain community engagement.

MARKETING & DATA PROJECTS

Red Bull Off-Premise Sales & Marketing Simulation | Forage

2025

- Analysed key account data to identify market growth opportunities across off-premise retail channels.
- Built a Tableau dashboard to visualise sales performance and purchasing behaviour.
- Prepared and presented a strategic marketing recommendations report to simulated executive stakeholders.

Tata Data Visualisation Simulation | Forage

2025

- Designed 4 executive-level Tableau dashboards to communicate business insights to CEO and CMO audiences.
- Translated complex datasets into clear visual narratives to support strategic decision making.

Deloitte Australia Data Analytics Simulation | Forage

2025

- Conducted data classification and analysis using Excel to identify patterns and support business conclusions.
- Produced stakeholder-ready reports communicating analytical findings clearly.

EDUCATION

Bachelor of Arts in Humanities with Psychology

North-West University (Vanderbijlpark) | Conferred: May 2025

- Distinction: Introduction to Psychology (76%) & Community and Indigenous Psychology (75%)
- Modules: Research Methodology, Psychopathology, Counselling Ethics, Positive Psychology, Sociology, Philosophy, English Literary Genres, Linguistics

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Google Digital Marketing & E-commerce Certificate — In Progress (2026)
- Tata Data Visualisation Simulation — Forage (2025)
- Deloitte Australia Data Analytics Simulation — Forage (2025)
- Red Bull Off-Premise Sales Simulation — Forage (2025)

ADDITIONAL INFORMATION

Driver's License: Code C1 (Unendorsed)

Languages: Southern Sotho (Fluent) | English (Fluent) | isiZulu (Fluent) | isiXhosa (Basic)

Portfolio: github.com/lethabo-sepuru/lethabo-insights

REFERENCES

Available on request