R. Papi Mashamba



MARKETING LEADERSHIP & DIGITAL TRANSFORMATION

Programme delivery | Growth & marketing operations | Creative direction

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GitHub | Behance | Dribbble | Instagram

LEADERSHIP PROFILE

Marketing leader who turns commercial objectives into coordinated programmes, practical systems and stronger teams. Originated and leads Programme Tswelopele across marketing, reservations, sales and CRM at Extraordinary Resorts. Combines executive communication and stakeholder alignment with hands-on digital delivery. Experience spans an 11-website hospitality portfolio, 13 shopping centres at Broll and a seven-person marketing and sales team at Bonmas. Builds capability that teams can sustain through clear responsibilities, training and continuous improvement.

CURRENT LEADERSHIP

Digital Marketing Executive | Extraordinary Resorts

January 2024 - Present | Full-time | Bryanston, Gauteng

- **Programme leadership.** Originated Tswelopele's transformation framework, defined scope and responsibilities, communicated the operating structure to EXCO, and coordinated delivery across marketing, reservations, sales and technical partners.
- **Commercial alignment.** Connected campaigns, websites, offers, CRM and booking journeys around direct bookings and reliable sales follow-up. The programme is live; current work centres on performance, adoption and continuous improvement.
- **People and change.** Train reservations staff and managers in Bigin CRM; coach the social media manager in Meta Ads and Google Analytics. Establish SOPs, working routines and operational ownership across CRM and WhatsApp Business.
- **Digital product delivery.** Directed and developed the Exclusive Offers and Careers Studio WordPress plugins with AI tools: connecting offer details to booking and sales enquiries, and simplifying vacancy publishing for HR and administrators.
- **Customer experience.** Lead website strategy, SEO and delivery across 11 sites. Redesigned branded Book Now journeys on the existing booking platform and delivered the Extraordinary Careers Portal with clear, guided publishing workflows.
- **Measurement and improvement.** Implemented and refined GTM, GA4 and Meta tracking; use Search Console, campaign and eRes reports to guide decisions. Apply PMI-informed programme management, PMO practices and Six Sigma DMAIC to process improvement.
- **Brand and channel leadership.** Led social media delivery during the first year and now oversee quality and coach the team. Recovered brand-account access and consolidated property accounts into a coordinated Meta Business Portfolio.

SELECTED PERFORMANCE EVIDENCE

Booking operations: Website-source new bookings increased from **108 to 149 (+38%)** across the same ten properties, October 2025 to October 2026. Net booking activity rose from **60 to 70** after cancellations. These are business results recorded during the programme.

Social growth: Mabula added approximately **2.3K Facebook follows in 2024**, **4K in 2025** and **4.7K in January-October 2026**. Dated reports and examples are available in the portfolio.

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AGENCY AND PREVIOUS LEADERSHIP

Owner and Marketing Director | Potent Digital Marketing

January 2023 - Present | Part-time | South Africa

- Lead agency strategy, client relationships and creative direction, translating commercial briefs into campaigns, websites, content and events across retail and service businesses.
- Direct retail digital marketing, tenant promotions, paid media and community engagement, including East Point, Comaro Crossing and Musgrave Centre.
- Coordinate clients, vendors and creative teams from brief to delivery. Helped coordinate the Ingwavuma Shopping Centre relaunch and edited its four-minute event film.
- Initiated Genesis, an agentic AI working environment; lead product vision, project governance, workflow design and implementation with connected knowledge, tools and a visual 3D Brain.

Digital Marketing Manager | Broll Property Group

August 2021 - January 2023 | Full-time | Sandton, Gauteng

- Owned digital marketing strategy and the digital advertising budget for 13 shopping centres in the SA Corporate Real Estate portfolio; aligned campaigns, content and customer communication across properties.
- Coordinated centre teams and the website provider across websites, social media and SmartMall. Supported senior management with client presentations and sales-focused recommendations informed by audience and campaign performance.

Digital Marketing Manager | Bonmas Consulting

May 2019 - July 2021 | Sandton, Johannesburg

- Led a seven-person marketing and sales team, aligning brand strategy, campaigns, lead generation and sales follow-up with the company’s commercial objectives.
- Developed marketing-to-sales workflows through CRM and chatbot enquiries, email, websites, SEO and paid campaigns; coordinated creative production and events from planning to execution.

EARLIER EXPERIENCE

Freelance Digital Marketer | January 2016 - October 2020 | Part-time
Digital strategy, websites, SEO, paid campaigns and creative production for small businesses.

Public Relations Executive, Scientology Pretoria | January 2016 - April 2019
Managed a marketing department of more than ten staff; led stakeholder relationships, public communication, events, training and recruitment onboarding.

Training Manager, Credico | August 2015 - October 2015
Managed ten field agents and trained new team members in direct sales and marketing.

EDUCATION AND PROFESSIONAL DEVELOPMENT

BA, Cum Laude - Communication Science and Economics
University of South Africa | Completed 2026

Certified: Six Sigma Yellow Belt (6sigmastudy); Six Sigma White Belt (CSSC).
Completed training: CAPM exam preparation (Pearson via Coursera); Six Sigma Green Belt coursework (Coursera).
Selected courses: Meta marketing analytics and social media; Google SEO Fundamentals (UC Davis); Advanced Branding (LinkedIn Learning).

SELECTED TOOLS

Bigin CRM | WordPress | n8n | GTM | GA4 | Search Console | Meta Ads | eRes reporting | Microsoft 365 | WhatsApp Business | Adobe Creative Cloud | DaVinci Resolve | Codex and Hermes