R. Papi Mashamba

MARKETING LEADERSHIP | GROWTH OPERATIONS | DIGITAL TRANSFORMATION

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Agency owner and marketing leader combining strategy, team development and digital transformation. Lead Potent Digital Marketing and orchestrate Programme Tswelopele at Extraordinary across Marketing, Reservations, Sales and CRM, with an 11-website portfolio and content for 10 luxury properties. Set advertising and customer-journey strategy, lead CRM and sales automation, introduce WhatsApp Business assistance, and train Reservations in new tools and processes. Previously managed digital marketing for 13 shopping centres at Broll and a seven-person team at Bonmas. Connect strategy with delivery through GTM, GA4, Meta Ads, Bigin, n8n, Adobe Creative Cloud, DaVinci Resolve and VPS management. BA Cum Laude, UNISA; Six Sigma Yellow Belt.

CORE SKILLS

Marketing strategy and operations | Digital transformation | Project management | CRM and automation | Retail marketing | Content and social media | Paid media | SEO and website development | VPS management | Marketing analytics | Creative direction | Photography and video | Team leadership

Digital Marketing Executive

Extraordinary Resorts

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

- Orchestrate Programme Tswelopele, setting strategy across Marketing, Reservations, Sales and CRM and mapping the full marketing-to-booking value stream.
- Lead CRM mapping, setup and sales automation; train Reservations in tools and processes that strengthen enquiry handling and follow-up, contributing to increased bookings.
- Direct advertising strategy, websites and creative delivery across 10 luxury properties; introduce WhatsApp Business Agent assistance for Reservations.
- Built GTM, GA4 and Meta browser-event tracking across 11 websites. Mabula traffic campaign: 3,932 link clicks at R0.32 per link click (1-27 October 2026).

Owner and Marketing Director

Potent Digital Marketing

January 2023 - Present | Part-time | South Africa

- Own and lead Potent Digital Marketing, providing end-to-end digital marketing strategy and transformation consulting across retail, finance, health, logistics, events and construction.
- Direct retail content, social media, campaigns and creative production for East Point, Hayfields, Davenport Square, Pine Walk, Comaro Crossing, Musgrave and Umlazi Mega City.
- Lead selected website projects and events, coordinating clients, suppliers and creative teams.

Digital Marketing Manager

Broll Property Group

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

- Managed digital marketing for a Johannesburg portfolio of 13 shopping centres for SA Corporate Real Estate.
- Led portfolio strategy, social advertising and budgets; managed customer segmentation, databases, influencer activity and Wi-Fi adoption campaigns.
- Coordinated websites, social media and SmartMall content, client consultation, presentations and on-site activations.

Digital Marketing Manager

Bonmas Consulting

May 2019 - July 2021 | Sandton, Johannesburg

- Managed marketing and branding for Bonmas Consulting.
- Led a seven-person marketing and sales team; managed integrated campaigns, CRM, lead generation, email marketing, websites, SEO and events.

Freelance Digital Marketer | Freelance

January 2016 - October 2020 | Part-time

Consulted for small businesses on SEO, paid campaigns, social media, content, websites, copywriting and digital strategy.

Public Relations Executive | Scientology Pretoria

January 2016 - April 2019 | Full-time

Led marketing and financial planning, public relations, events, radio/TV campaign activity and a marketing department of more than 10 staff.

Training Manager | Credico

August 2015 - October 2015 | Full-time

Managed and trained 10 field agents in direct sales and marketing.

EDUCATION & PROFESSIONAL DEVELOPMENT

BA, Communication Science and Economics, Cum Laude
University of South Africa | Completed 2026
Honours studies in progress
Matric / Grade 12 | Makgongoana High School | 2012

Six Sigma Yellow Belt | 6sigmastudy
Six Sigma White Belt | The Council for Six Sigma Certification

Completed training: CAPM exam preparation - Pearson via Coursera; Six Sigma Green Belt training - Coursera. Full professional certifications not yet earned.

Selected course certificates: Meta marketing analytics, data analytics, social media management and social advertising; UC Davis Google SEO Fundamentals; LinkedIn Learning Advanced Branding; Alison Visual and Graphic Design; University of Illinois Marketing in a Digital World.

TOOLS & PRODUCTION CAPABILITY

CRM and systems: Zoho Bigin, HubSpot CRM, n8n and WordPress; VPS management.
Web: HTML, CSS, PHP, JavaScript, Bootstrap, Apache, Notepad++ and FileZilla / FTP.
Marketing and SEO: Google Analytics / GA4, Google Tag Manager, Search Console, Bing Webmaster Tools, Rank Math, Google Site Kit, Google Ads and Meta Ads.
Creative: Adobe Creative Cloud, Premiere Pro, DaVinci Resolve, Google Web Designer, Inkscape, FL Studio, Filmora, GIMP and Canva.

Advanced photography, videography, aerial content capture, video editing and colour grading; proficient with professional-grade cameras and personally owned production equipment.