Sarah Nosipho Hlengani

Marketing & Social Media Specialist | Digital Content | PR Coordinator & Accounts Manager

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8 Ginkgo & Barbit
Crystal Park Benoni

EDUCATION

Risk Management Short Course
IQ Academy
(2026 - Present)

Bachelor of Commerce in Supply Chain & Operations Management
University of South Africa (UNISA) | 2022- 2026

National Diploma in Public Relations Management
Lyceum College
2019-2022

Matric
Ashbury High School (2010)

SKILLS

- Digital Marketing
- Procurement & Vendor Communications
- Copywriting & Social Media Marketing
- PR Strategy & Event Planning
- Microsoft Office | Google Analytics | Facebook Ads | SEO | Programmatric Advertising
- Adobe |Slack | brandwatch
- data tools and CRM

LANGUAGE

- English &
  Zulu

PROFESSIONAL SUMMARY

Qualified and versatile professional with a strong foundation in supply chain operations and PR/marketing. Holds a National Diploma in Public Relations and has recently completed a BCom in Supply Chain & Operations Management. Skilled in procurement, logistics, inventory control, vendor relations, copywriting, social media, communications, digital marketing PR and event coordination. Known for being creative, detail-oriented, and results-driven

WORK EXPERIENCE

BWD Advertising

July 2023-March 2025

Marketing, PR, Social Media Manager & Supply Chain

Experienced in managing social media campaigns, content creation, and brand storytelling. Passionate about creating engaging digital campaigns and ensuring strong brand visibility online and in-store.

Managed procurement communications and supported vendor sourcing and logistics.
• Coordinated supply operations and assisted with tender processes and documentation.
• Oversaw planning and execution for client events like the BANA 1st Anniversary.
• Developed compelling content and messaging aligned with brand strategy.
• Assisted with programmatic ad campaign setup, targeting, and performance analysis using platforms like Google Ads and Meta Business Suite.
• Worked closely with accounts and media teams to optimize campaign performance and generate leads

Oracle Media/OM & Barker

Dec 2021 - June 2023

PR Specialist, Copywriter & Campaign Coordinator

Managed PR and digital marketing campaigns for leading automotive brands, including Mazda Johannesburg South, Haval Northcliff, OMODA, and Thorp Motor Group.
• Created compelling press releases, social media content, and campaign copy tailored to automotive audiences.
• Used Google Analytics and Facebook Ads Manager to track lead generation, monitor campaign performance, and identify consumer trends in the vehicle market.
• Supported the development of NSFAS's 2023 PR Strategic Plan, contributing to improved brand visibility and media engagement.
• Designed and executed multi-channel campaigns (email, social, and digital) that strengthened brand presence and customer engagement in the automotive sector.
• Collaborated with sales and creative teams to align marketing messages with dealership goals and seasonal promotions

SiyakhandaMobile Workshop

Supply Chain Assistant Manager

Jan 2019 - Aug 2021

Managed inventory, RFQs, and supplier coordination to meet workshop demands.
• Ensured comfpliance with National Treasury supply chain regulations.
• Produced supply reports and supported procurement planning and logistics execution

REFERENCES

Andrew Mahlangu

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