



PORTFOLIO RÉSUMÉ

Alroy Ndhlovu

Marketing & Brand Strategy · Product Management & UX Design · AI-Native Product Builder

Alroy Ndhlovu is a marketing, branding, business technology and product consultant based in South Africa, with over 12 years of experience. He works end to end across strategy, brand, paid media, content and product design, and ships his own software rather than only advising on it: he writes the specification, chooses the stack and directs coding agents such as Claude Code rather than writing the code by hand.

12+

Years of experience

1,200+

Projects and clients served

Product Development

Apps and SaaS taken from problem to shipped product: discovery, UX/UI, build and the roadmap that follows.

Business Tech Solutions

Automation, AI and eCommerce systems that cut manual work, streamline operations and scale with the business.

Marketing & Strategy

Campaigns and go-to-market plans built on audience insight and performance data, tuned for measurable growth.

Branding

Product and corporate identity: positioning, visual systems and the content that carries them across every touchpoint.

Johannesburg, Gauteng, South Africa | hello@alroyndhlovu.com | +27 76 267 8936 | alroyndhlovu.com
| linkedin.com/in/alroyndhlovu

Work experience

Twelve plus years across marketing, media, e-commerce and technology. Contract and consulting work for global organisations and ambitious brands.

V

Independent Contractor

Various · Self-employed · 2018 – Present

- Delivered brand strategy, content strategy, integrated campaigns, marketing optimisation and business process automation for organisations including the IFC (World Bank Group), Meta, Digify Africa, Energy Capital & Power, the African Agri Council, Total Sports, Jenna Clifford, Cash'n'Sport, Nembhard Inc, English Plus Academy and Deep Ocean.
- Served 1,200+ projects and clients across 12+ years, spanning paid media, brand identity, UX/UI design, e-commerce builds on WordPress, Shopify and Webflow, and CRM and marketing automation.
- Delivered the LumiSkin brand site, covering concept, AI production, front-end and motion, in a single day for under \$300, against \$6,500+ quoted for the same brief produced conventionally.



Brand & Marketing Manager

Innovatr · Full-time · Mar 2026 – Sep 2026

- Led brand strategy and growth marketing: owned paid media and demand generation across LinkedIn, Google and Meta, developed multi-format content, and built the CRM and marketing automation workflows behind a qualified pipeline.
- Ran paid acquisition at roughly three times better cost per lead (CPL) than the B2B median, and led the rebrand with the founder, covering positioning, visual identity and go-to-market strategy.
- Designed and built Social Sweep, a proprietary real-time social listening product: API integrations across every major platform feeding an analysis and reporting pipeline. Replaced an annual enterprise software licence with an in-house product the company can now sell.



Digital Marketing Consultant

Thrifty Adventures · Contract · Jul 2025 – Mar 2026

- Owned marketing strategy and paid media across four channels, plus brand strategy, content design, e-commerce strategy and business development, taking the brand from scattered to deliberate.
- Lifted lead-form conversion rate to 36.6% against a 10–15% LinkedIn benchmark; the brochure offer went on to drive 73% of all leads, while cost per lead on everything else ran 39% higher.
- Grew TikTok to 3.1 million organic views from the existing account, with paid click-through at 0.97% against a 0.52% platform median.



Web Design Specialist

Deep Ocean · Freelance · Oct 2024 – Oct 2025

- Designed and built the company website, and provided ongoing technical support across email infrastructure, domain registration and maintenance.



Web Design Specialist

English Plus Academy · Contract · Oct 2024 – Mar 2025

- Redesigned the academy's website and migrated the hosting infrastructure to a provider able to carry planned business growth.
- Stayed on as consultant on call for web development and online business technology support.



Digital Marketing Consultant

African Agri Council · Contract · Aug 2024 – Nov 2024

- Owned digital marketing strategy and delivery for the council and its flagship investment Indaba.
- Formulated paid media and content strategy across Facebook, LinkedIn and Google, built CRM automation and lead-capture workflows, and ran campaign data analysis that fed each successive round of optimisation.

E

Social Media Specialist

Eris Property Group · Contract · Aug 2024

- Short-term contract developing and coordinating social media for five of the group's shopping centres: content development, community management, and data and analytics.



Digital Media & Marketing Consultant

Energy Capital & Power · Contract · Nov 2023 – Mar 2024

- Designed and delivered PR and digital marketing training programmes for delegates of the Minister of Mines and Hydrocarbons, Equatorial Guinea.
- Consulted on and ran campaign support for the company's flagship multinational annual events: content direction and creation, campaign build and management across LinkedIn, Google Ads and Facebook, and periodic reporting.

K

Brand & Social Media Management

Kelly-Anne Mealia · Freelance · Sep 2022 – Apr 2024

- Ran brand and social media management for the client on an ongoing freelance basis.



Digital Marketing Consultant

IFC (World Bank Group) · Contract · May 2022 – Oct 2023

- Developed the digital marketing curriculum and content for roughly 50 tourism SMEs across the programme.
- Delivered one-on-one consulting to around 20 businesses selected for additional support, equipping them with the tools to rebuild demand.



Meta Certified Lead Trainer & Consultant

Digify Africa · Contract · Jul 2020 – Nov 2022

Digify Pro Lead Trainer · Facebook Diaspora Workshop Lead · Digify Pro Assistant Lead · Boost with Facebook Trainer



Digital Media, Marketing & E-Commerce

Reka Afrika · Full-time · Jul 2017 – Oct 2018

- Ran digital media, marketing and e-commerce for the business.



Web Content & E-Commerce Manager

iBags.co.za · Full-time · Apr 2013 – Jun 2017

- Managed web content and e-commerce operations for the online retailer across a four-year tenure.

Education

Always learning. Formal certificates and specialisations across marketing, product, design and business, with the work to back it.

Marketing & Product



Professional Certificate in Digital Marketing

University of Maryland (EdX) · Completed Jun 2025



Professional Certificate in Product Management

University of Maryland (EdX) · Completed Dec 2025



Digital Marketing

Shaw Academy, Meta, Google, LinkedIn and others · 2019 – 2023

Tech, Cloud & Security



Cloud Computing & AI

Google Cloud, Codecademy · 2024 – 2025



AI & Cybersecurity Technology Certifications

Google, Codecademy, CISCO Networking Academy · 2025 – Ongoing



Full-Stack Web Development

App Brewery · 2026 – Current

Design & Creative



UX/UI & Design

Interaction Design Foundation, UXCEL · 2023 – 2024



Graphic Design Specialisation

CalArts (Coursera) · 2016 – 2017



Film & Photography Studies

Lights Film School, Photography Institute · 2017 – 2018

Business



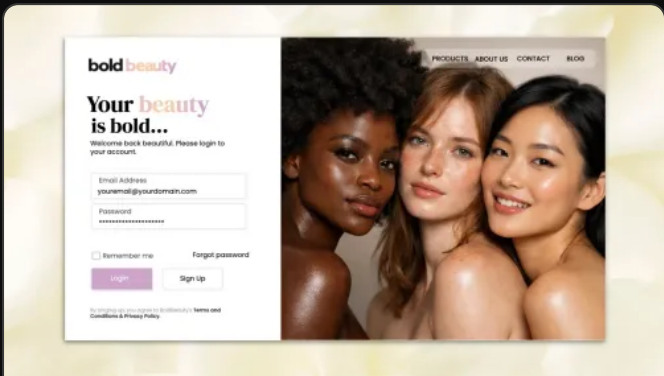
Tourism Management

Oxbridge Academy · 2022 – 2023

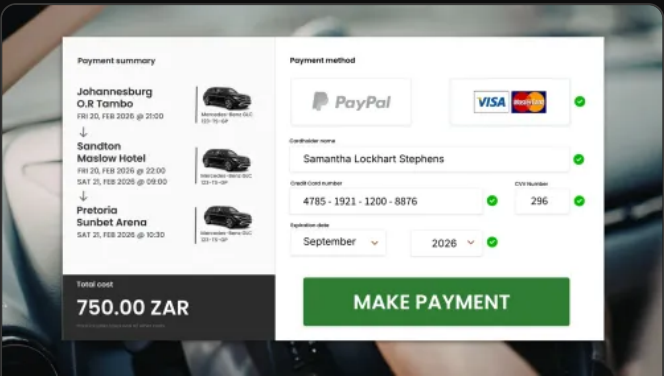
Portfolio

Selected work across UX/UI, web, branding, content and photography. The full galleries, including the clips, are on the site.

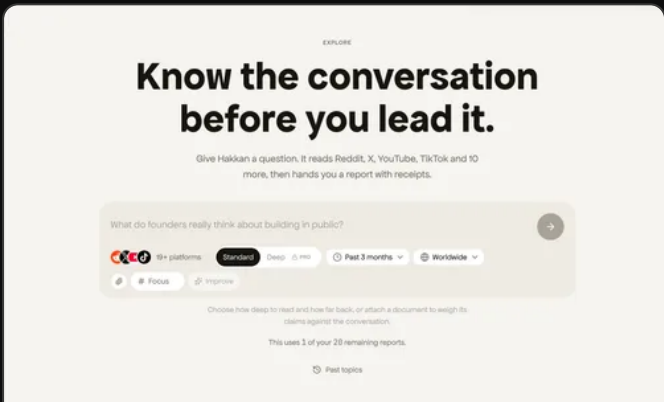
UX/UI 4 of 6. See them all at alroyndhlovu.com/#portfolio



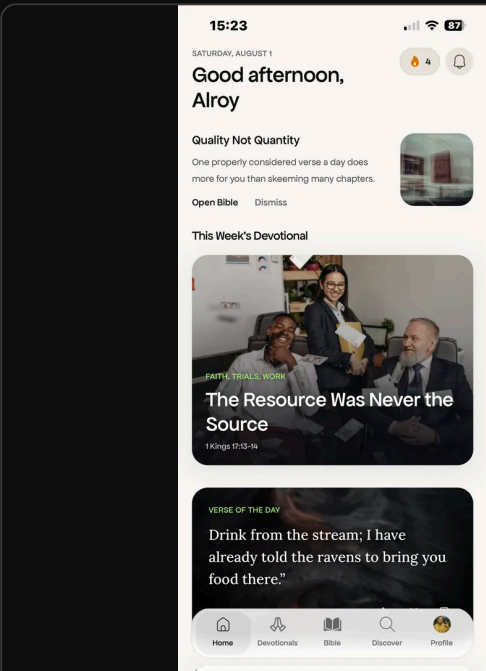
Sign-in screen for a beauty booking app, the form on the left and a trio of portraits filling the right half.



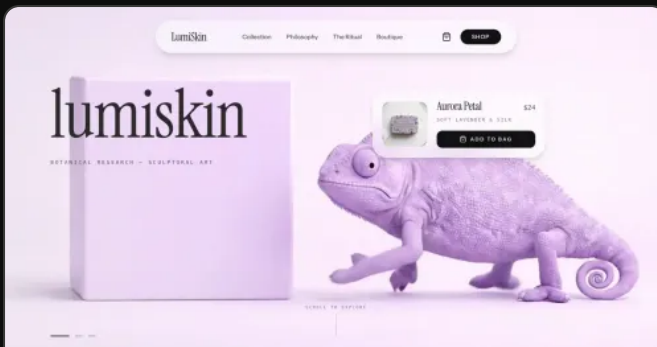
Checkout step of a shuttle booking flow, showing the trip summary in rand beside a card payment form.



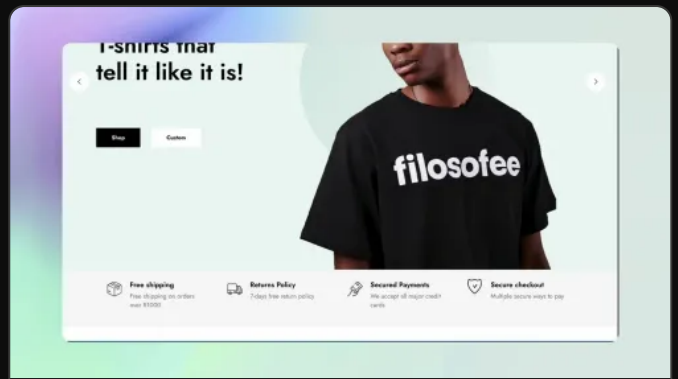
Content discovery screen: one input, depth and time-range controls, and the platforms it reads.



Devotional app home screen: the week's devotional and verse of the day in a warm serif system.



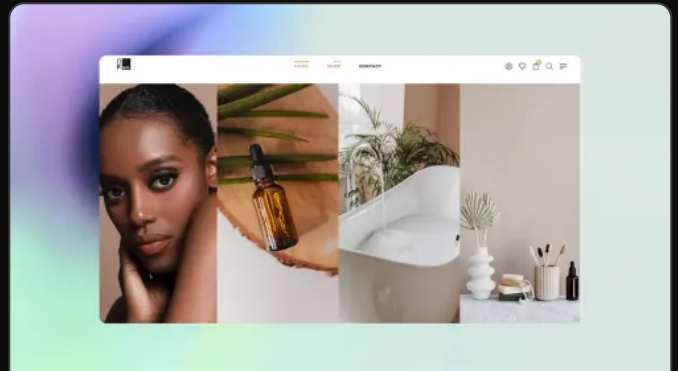
Skincare brand website hero: a chameleon shifts to lavender to match the soap beside it as a product card slides in over the video.



Apparel storefront scrolling from its hero through the t-shirt and hoodie categories to a product page.



Agency website scrolling through its hero and services sections.



A beauty e-commerce homepage scrolling through its product and lifestyle imagery.



Three wine labels side by side, each carrying a different illustrated landscape.



THE LEGACY LAB

LEADERSHIP ROBERTS FROM TRAILBLAZERS

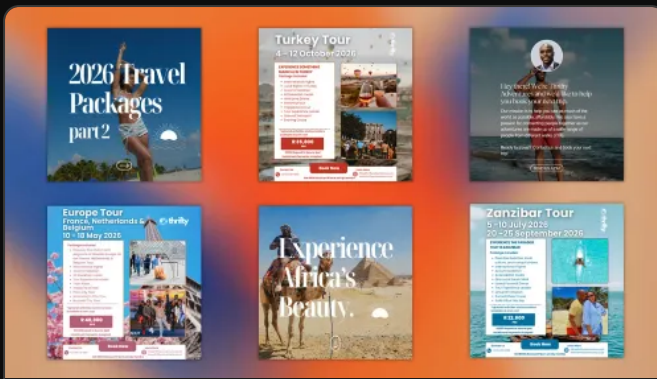
Wordmark and figure mark set on an orange to teal gradient.



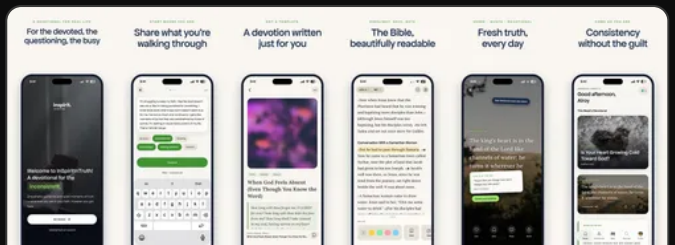
Corporate business cards in gold foil, fanned on a dark surface.



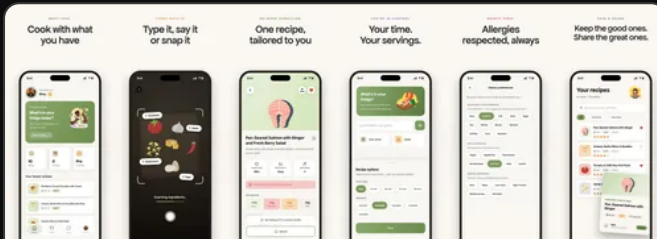
Winter fashion magazine cover, cover lines wrapped around a studio portrait.



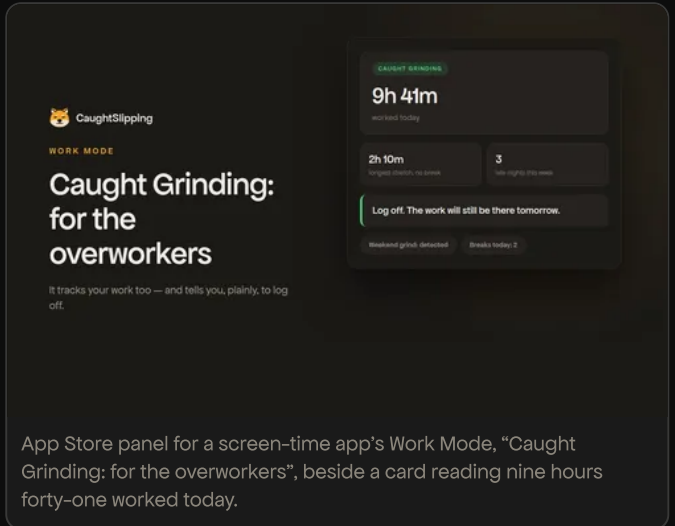
A grid of travel tour social posts covering Turkey, Europe and Zanzibar.



App Store screen sheet for a devotional app: six phones, each under its own headline, from “For the devoted, the questioning, the busy” to “Consistency without the guilt”.



App Store screen sheet for a recipe app: six phones under headlines from “Cook with what you have” to “Keep the good ones. Share the great ones.”



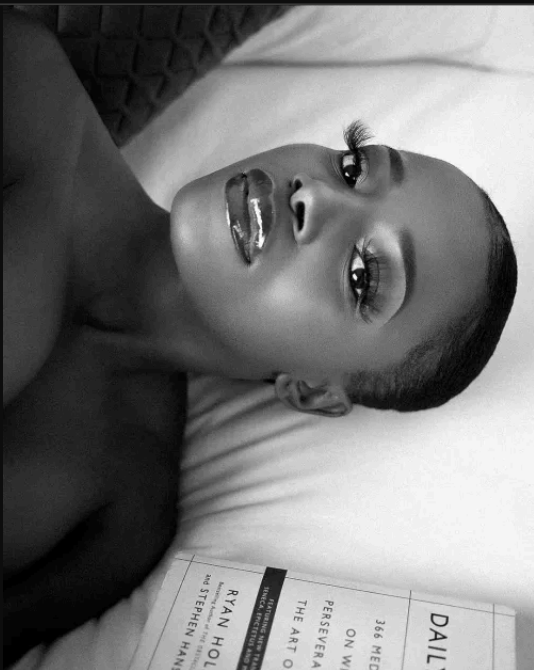
App Store panel for a screen-time app's Work Mode, “Caught Grinding: for the overworkers”, beside a card reading nine hours forty-one worked today.



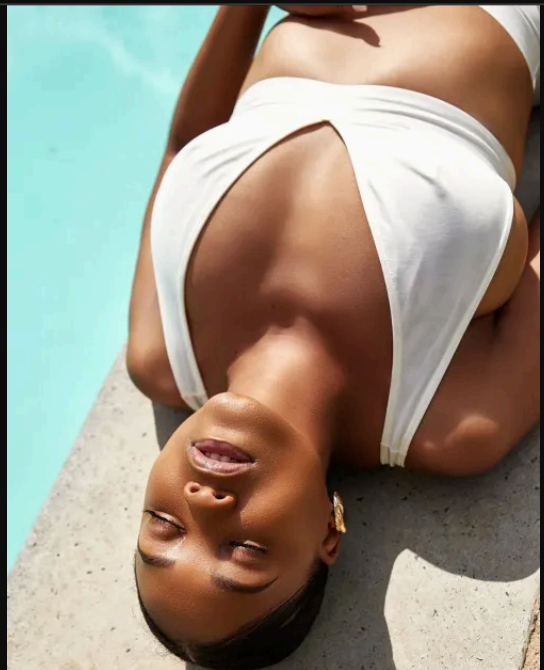
Studio beauty portrait against black, edged with a red rim light.



Portrait in dark sunglasses, lit warm gold against a black background.



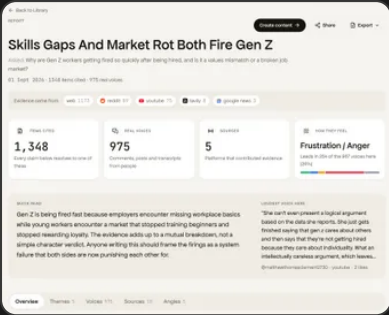
Black and white portrait lying back on a pillow beside scattered newspapers.



Overhead poolside portrait in white swimwear on warm concrete.

Products I've built

Four products taken from problem to shipped, solo: product, design, code and copy. The full build story behind each one is on the site.



Beta Web Content Research & Development

Hakkan

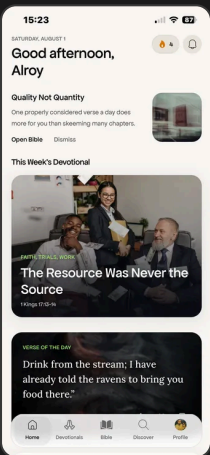
Worth listening to.

"Slop" made Oxford's 2024 Word of the Year shortlist: fluent AI content that knows nothing. Writing tools that start from a blank page produce it by design.

Research before writing. Hakkan builds a cited report on your topic as the source of truth, learns your own voice to write from it, and keeps you on the pulse with a trends module.

Next.js 16 · React 19 · TypeScript · Tailwind v4 · Supabase · Vercel AI SDK · Claude + Grok · Paddle · Recharts · Sentry · Claude Code

[Read the build story](#)



Live iOS and Android Faith & Devotion

InSpiritInTruth

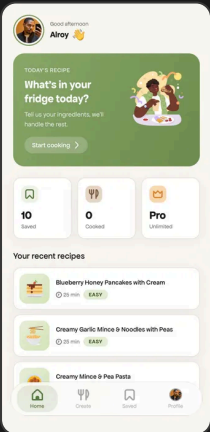
Take your faith into your own hands.

The devotional has not changed in generations: one text, written for everyone. The communal side of faith is well served. The personal side gets a template.

Complement tradition, don't replace it. Share what you are carrying and get a devotional written for that, rooted first in scripture, with shared devotions and the full Bible keeping the communal thread. The home screen then leans toward the themes you actually read and the devotionals you have had written for you.

React Native · Expo 57 · TypeScript · Expo Router · NativeWind · Supabase · TanStack Query · Reanimated + Skia · RevenueCat · Claude Code

[Download on the App Store](#) [Read the build story](#)



Live iOS and Android Food & Cooking

tapa.

What can I cook with this?

Deciding what to eat is the daily tax on being an adult. Recipe sites answer it with fifty results.

Feed you with what you have, wherever you are. Type, talk or take a pic of the fridge and get variety from the same ingredients, dietary choices set once and enforced as hard rules.

React Native · Expo 57 · TypeScript · NativeWind · Supabase · SQLite offline cache · Zustand · Vision + voice input · RevenueCat · Claude Code

[Download on the App Store](#) [Read the build story](#)

CAUGHT SLIPPING

Half an hour. The algorithm's barely stretched.

26m on social today

Clean

Cooked



YouTube



13m



Twitter/X



9m



LinkedIn



4m



Facebook



0m

🔗 Share

🔥 Focus

🏠 Work

Live

Chrome extension

Focus & Productivity

CaughtSlipping

The browser extension that calls you out.

The browser is where work gets done, so it is also where distraction is bound to be found. And screen-time tools only nag one kind of slipper: the distracted, never the overworked.

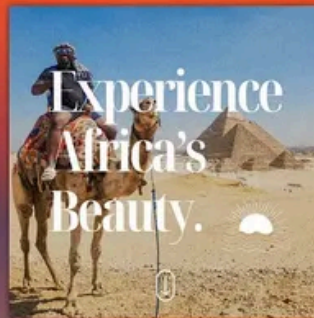
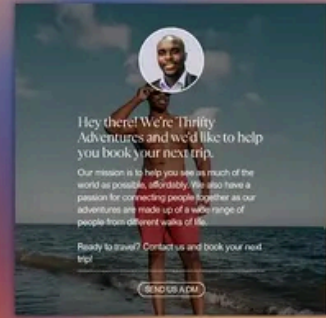
Hold both accountable. It tracks where the hours go and calls you out like a friend would. Then it flips, and Caught Grinding warns you when productive has quietly become overworking.

Manifest V3 · Vanilla JS, no framework · Service worker · declarativeNetRequest · Offscreen documents · chrome.storage, local only · Chart.js · Claude Code

[Get it on the Chrome Web Store](#) [Read the build story](#)

Case studies

Work done for a business, and what it returned. The starting point, the thinking and the measured outcome. The full version of each is on the site.



Thrifty Adventures Jul 2025 – Jan 2026

Lead forms converting at three times the LinkedIn norm and 3.1 million organic views on TikTok, for a travel brand taken from scattered to deliberate across four channels. TikTok and Instagram were grown on what was already there; LinkedIn and search were built from nothing.

Paid media · Organic social · Search · Lead generation · Channel strategy

alroyndhlovu.com/case-studies/thrifty-adventures/

Old research is dead.

Stop being *told*. Start asking why.

We've moved beyond the research agency. Innovatr is now a smart growth ecosystem — where every question gets an answer, every insight becomes a strategy, and proof is guaranteed.

[The Innovatr Way →](#)
[Explore Our Tools →](#)
 Watch a 2 min overview

200+
STUDIES

25+
MARKETS

44M+
PANEL

10+
INDUSTRIES



Innovatr Mar 2026 – Sep 2026

Replaced an annual enterprise software licence with a tool built in-house, now a product the company can sell, and ran paid media at around three times better cost per lead than the B2B median. The rebrand and marketing engine behind a research business, in seven months.

Rebranding · Content · Paid media · Lead sourcing · Marketing automation · Product build

alroyndhlovu.com/case-studies/innovatr/



Filosofee 2024 – present

Sales in the first month, local and international, then a 20-unit bulk order from another brand. A clothing brand built end to end: product, store, payments, photography.

E-commerce · Brand · Product design · Photography · AI production

alroyndhlovu.com/case-studies/filosofee/

lumiskin

BOTANICAL RESEARCH — SCULPTURAL ART

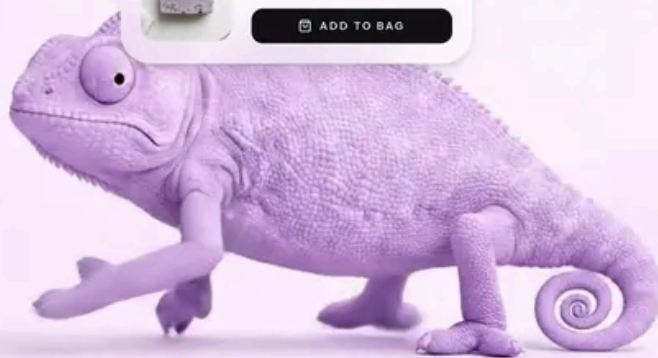


Aurora Petal

\$24

SOFT LAVENDER & SILK

ADD TO BAG



SCROLL TO EXPLORE

LumiSkin Mar 2026

Built in a day for under \$300, against \$6,500+ for the same job without AI, on a brief a meme said was too expensive to build.

Art direction · AI production · Front-end · Motion

alroyndhlovu.com/case-studies/lumiskin/

What people say

Alroy consistently produces high-quality and timely work and is always willing to go the extra mile to ensure a project's completion. His calm and patient demeanour make him a pleasure to work with.

Hermione Nevill

Senior Consultant, IFC (International Finance Corporation)

Alroy demonstrated an exceptional work ethic, resourcefulness, and dedication to client success, including supporting post-contract. I would happily work with him again and recommend him without reservation.

Devi Paulsen-Abbott

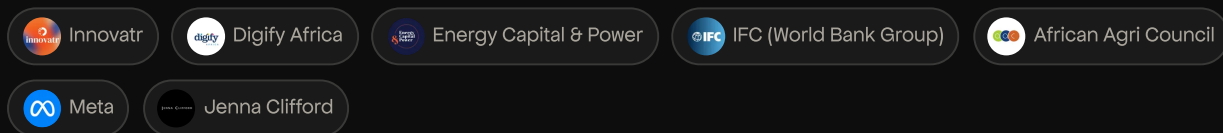
Commercial and Strategy Director, CIO Africa by dx5

Worked with Alroy for 2+ years. He's extremely professional and has a variety of talents you can make use of. He's like a Swiss army knife lol. Wherever his profile fit, he'd always be first in mind to put onto a project.

Kelly-Ann Ayuk

Co-Founder and Chairperson, Energy Capital & Power

Who I've worked with



I'm open for work.

If you like what you've seen and want me on your team or project, the fastest way in is a call.

hello@alroyndhlovu.com | [+27 76 267 8936](tel:+27762678936) | [Book a call](#) | alroyndhlovu.com