

Multi-faceted and highly experienced professional.

Hi! I'm Alroy Ndhlovu...

I'm a full-stack digital marketing, business technology and branding strategy consultant. I help businesses grow by designing high-impact business solutions through data-driven marketing, analytics, automation, AI & creative strategy.

View Portfolio

LinkedIn Profile

How I Can Help

01

Data-Driven Digital Marketing

Precision marketing driven by data and analytics. I tap into platform best practices, audience insights, industry trends, and performance metrics to create campaigns across multiple platforms that deliver measurable growth, boost online visibility, and increase conversions.

02

Content Development

From strategic messaging to storytelling infused with consumer psychology, I craft content that captivates audiences and enhances brand presence. I also help businesses cut production costs and simplify the content development process through technology.

03

Design & Branding

I create cohesive visual identities and user experiences that foster stronger brand connections —transforming first impressions into loyal customers. This includes everything from physical corporate materials like business cards to digital identities such as websites and landing pages.

04

Corporate Training/Workshops

I help teams build future-ready skills by designing customized programs and presentations that give professionals hands-on knowledge in digital marketing, content strategy and development, branding, and technology-driven business optimization.

05

Business Tech, Automation & Ai

I help businesses optimize their eCommerce systems for better conversions and introduce them to game-changing SaaS, AI, and automation tools. I work with them to build scalable systems that streamline operations, enhance user experiences, and drive business growth.

About Me

Hi 🙋 I'm Alroy Ndhlovu!

With over ten years of experience in digital marketing, branding, media and content development, as well as business optimization and automation technologies, I've worked with a wide range of brands and organizations—like Meta, Total Sports, Jenna Clifford, the IFC, Energy Capital & Power, African Agri Council, and more—to boost their visibility, strengthen their brand presence, and drive profitability through data-driven, audience-focused solutions. I'm passionate about my work and bring a unique blend of creativity and dedication to every project I take on.

Experience

(see LinkedIn for details)

Independent Contractor
@Various (see LinkedIn)
2018 > Present

Digital Marketing Consultant (Contract)
@Thirty Adventures
July 2025 > Present

Web Design Specialist (Freelance) @Dee Ocean
Oct 2024 > Oct 2025

Web Design Specialist (Freelance) @English Plus Academy
Oct 2024 > Mar 2025

Digital Marketing Consultant (Contract) @African Agri Council
Aug 2024 > Nov 2024

Digital Media & Marketing Consultant (Contract) @Energy Capital & Power
Jan 2024 > Mar 2024

Brand & Social Media Management (Contract) @Kelly-Anne Mealia
Sep 2022 > Apr 2024

Digital Marketing Consultant (Contract) @IFC (World Bank Group)
May 2022 > Oct 2023

Meta Certified Lead Trainer & Consultant @Digify Africa
July 2020 > Nov 2022

Digital Media, Marketing & E-Comm @Reka Afrika
Jul 2017 > Oct 2018

Web Content & E-Comm Manager @IBAGS.co.za
Apr 2013 > Jun 2017

Education

Professional Certificate In Digital Marketing
@University of Maryland (EdX)
Completed June 2025

Professional Certificate in Product Management
@University of Maryland (EdX)
Completed December 2025

Tourism Management
@Oxbridge Academy
2022 > 2023

Film & Photography Studies
@Lights Film School | @Photography Institute
2017 > 2018

Digital Marketing
@Shaw Academy | Meta | Google | LinkedIn etc
2019 > 2023

UX/UI/Design
Interaction Design Foundation | UXCEL
2023 > 2024

Cloud Computing & AI
Google Cloud | Codecademy
2024 > 2025

Graphics Design Specialisation
CalArts (Coursera) |
2016 > 2017

AI & Cybersecurity Technology Certifications
Google | Codecademy | CISCO Networking Academy
2025 > On-going

Full-Stack Web Development
App Brewery
2026 > Current

Digify Africa

ECP

IFC

AAC

Meta

11+

Years of Experience

Jenna Clifford

1,000+

Task & Projects Completed

Testimonials

Devi Paulsen-Abbott
Commercial and Strategy Director Commercial and Strategy Director @ CIO Africa by dx5

"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."

Kelly-Ann (Kelly) Ayuk
Co-Founder/Chairperson @Energy Capital & Power

"Worked with Alroy for 2+ years. He's extremely professional and had 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."

"I can do so much more like use ai & business technologies (saas). I am like a swiss army knife. Best way to get to know me is to hop onto a call with me!"

I LOVE WHAT I DO

I even write about and create content around it all

I am very hands-on

Thought Leadership Blog

Alroy Ndhlovu

Suno AI Is Disrupting the Music Licensing Industry — Here's What Content Creators Need to Know

Custom branded music used to cost thousands. Royalty-free licensing from platforms like Artist or Epidemic Sound brought that cost down to around \$10–\$25 a month. Now Suno AI is pushing the question even further: why...

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Stop Re-Explaining Yourself to AI — Train It Once, Use It Forever

Every time you open a new chat and spend the first five minutes telling the AI who you are, what you do, what tone you want, what to avoid — you're doing something you should...

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From Browser to AI Agent: Edge, Chrome, and What Comet Changes

Most people are using ChatGPT or Gemini the long way — copying text, switching tabs, pasting it in, waiting for a response, then going back. Every single time. That's not a workflow. Here's the thing....

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Specialists vs Generalists: Why Generalists Are Winning in a New Age

You know that feeling when someone asks "So, what do you do?" and you freeze because your brain is simultaneously screaming "marketing strategist," "UX designer," "content creator," and "amateur data analyst"? Yeah, me too. For...

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Multi-Channel, Omni-Channel, and Attribution: A Quick Guide

Having a Facebook page and a website is multi-channel. Connecting them so your customer doesn't feel like they're talking to two different companies is omni-channel. And figuring out which one actually made you money? That's...

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Organic Reach is Dying: How to Win in a Pay-to-Play Era

Remember 2015? It was a simpler time. You could post a grainy photo of your office coffee machine on Facebook, and somehow, 4,000 people would see it. You felt like a media mogul. Fast forward...

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Stop Putting All Your Eggs in One Basket: How to Diversify

We've all seen the "New Year, New Me" posts on LinkedIn—someone pledging to wake up at 4:00 AM every day, drink kale juice, and "grind" or something along those lines. While there's nothing inherently wrong...

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Stop Being Cheap: How 'Cheap' Investing Guarantees Low-Value Business Outcomes

Let's get one thing straight: Bootstrapping isn't easy. It takes determination, sacrifice, and the skill to turn a small investment into something much greater. I respect the hustle. Here's a hard truth most struggling founders...

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A Guide to Building What People Actually Want

Let's be honest. We all think our ideas are brilliant. To you, that new SaaS platform or artisanal service is the best thing in the world. To the rest of the market? Maybe not so...

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BRING ME ON> IT'LL BE THE BEST DECISION EVER!

www.alroyndhlovu.com