

Multi-faceted and highly experienced unicorn.

Hi! I'm Alroy Ndhlovu...

A full-stack media, marketing & branding expert. I design & implement research-driven, high-impact business solutions that maximize ROI through data-driven marketing, audience specific branding and content development. I do this by applying my many years of experience in data-driven marketing, content development, branding design and my broad knowledge of business technologies.



About Me

Hi  I'm Alroy Ndhlovu!



With over a decade of experience in digital marketing, branding, content development and business technologies, I've helped numerous brands and organisations of all sizes like Meta, Total Sports, Jenna Clifford, the IFC, Energy Capital & Power, African Agri Council and more improve their discoverability, enhance their brandability and achieve profitability through data-driven and audience focused business solutions. I love what I do, and I bring a unique approach and passion into every project and task I am entrusted with.

When I am not busy with work, I love to be involved in a wide range of activities like exercise, spending time with friends and family, gaming and exploring the world around me.

Things I Can Do...

01 Data-Driven Digital Marketing

Precision marketing powered by analytics. I harness audience insights, conversion tracking, and performance data to craft campaigns that drive measurable growth, online visibility and conversions.

02 Content Development

From strategic messaging to consumer psychology-rich storytelling, I create content that engages your audience and elevates your brands presence.

03 Design & Branding

I build cohesive visual identities and user experiences that resonate encourage greater brand affinity—turning first impressions into lasting customers.

04 Corporate Training/Workshops

I love empowering teams with future-ready skills. I create tailor-made programs that equip professionals with practical knowledge in digital marketing, content strategy and development, user experience and data influenced business optimisation.

05 Business Tech, Automation & AI

I am adept in eCommerce systems optimisation, have some knowledge of cloud infrastructure, web design, SaaS platforms and AI-powered automation. I am able to help you build scalable systems that streamline operations, elevate user experience, and encourage growth.

Experience

(see LinkedIn for details)

 **Independent Contractor**
@Various (see LinkedIn)
2018 > Present

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

 **Web Design Specialist (Freelance)** @Deep 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**
@Interaction Design Foundation | @UXCEL
2023 > 2024

 **Cloud Computing & AI**
Google Cloud | Codecademy
2024 > 2025

 **Graphics Design**
@Various- CalArts (Coursera) etc
2016 > 2017

 **Web, AI & Cybersecurity Technology Certifications**
Codecademy | CISCO Networking Academy
2025 > On-going

Core Skills



11+

Years of

Experience

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."

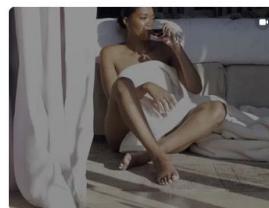
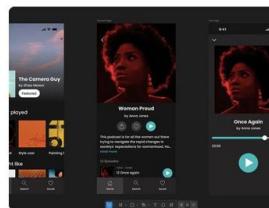
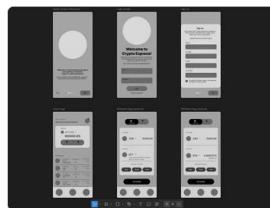
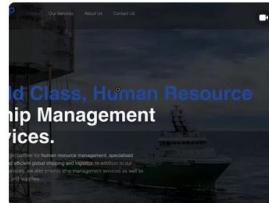
Kelly-Ann (Kelly) Ayuk

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."

PORTFOLIO SNAPSHOT



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