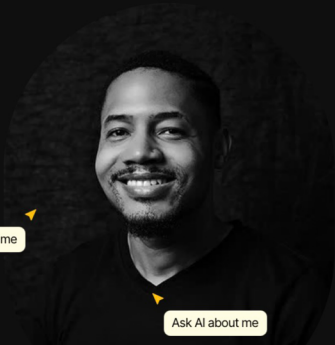


✦ Multi-faceted and highly experienced unicorn.

# 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 Managment  
@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



80%

Design/Tools



85%

CMS/WEB



85%

Media & I.T



80%

AI Skillset



90%

Leadership

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."

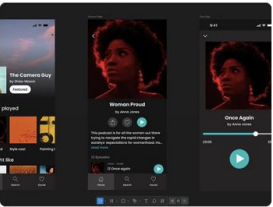
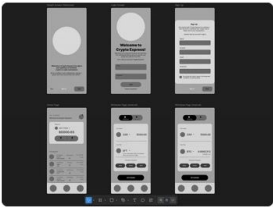
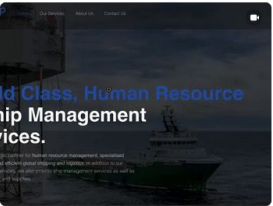
Kelly-Ann (Kelly) Ayuk

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



Text



PORTFOLIO SNAPSHOT

