

Tiisetso Hitekani Phaweni

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SUMMARY

Results-driven Marketing and Business Development Manager with over 15 years of experience spanning marketing, sales, business development, client relationship management, and operations. Proven ability to develop and execute strategic marketing initiatives that drive revenue growth, increase brand visibility, and expand market share.

Skilled in market analysis, customer acquisition, strategic planning, digital marketing, brand management, and stakeholder engagement. Strong track record of building long-term client relationships, identifying new business opportunities, and delivering measurable business results. Combines commercial expertise with creative thinking through qualifications in Marketing, Branding, and Fashion Design.

EDUCATION

University of South Africa (UNISA)

Bachelor of Commerce (BCom) Marketing

2009

Vega School of Branding

Bachelor of Commerce Honours in Branding

2013

Damelin

Certificate in Fashion Design

2010

Rand Park High School

National Senior Certificate (Matric)

2003

EXPERIENCE

Marketing & Business Development Manager

Wensleydale Farm

January 2013 – Present

Pretoria, South Africa

Company specializing in the growing, packing, and distribution of fresh fruit and vegetables.

- Develop and execute integrated marketing and business development strategies aligned with organizational goals.
- Conduct market research and competitive analysis to identify growth opportunities and emerging market trends.
- Build and maintain strong relationships with customers, suppliers, and industry stakeholders.
- Attend networking events, exhibitions, and trade shows to increase brand awareness and generate new business opportunities.
- Create marketing materials including presentations, brochures, promotional campaigns, and sales collateral.
- Collaborate with internal teams to ensure consistent brand positioning and communication.
- Manage customer retention initiatives through proactive account management and relationship building.
- Monitor industry trends and provide strategic recommendations to senior management.
- Key Achievements: Expanded customer base through targeted business development initiatives.
- Key Achievements: Increased brand visibility through strategic marketing campaigns and industry engagement.
- Key Achievements: Improved customer retention through proactive client relationship management.
- Key Achievements: Successfully launched product promotions that enhanced customer engagement and sales performance.

Sales Executive

Lintas

January 2010 – January 2012

Gauteng, South Africa

Manufacturer and supplier of mannequins to retail businesses.

- Managed relationships with existing and prospective clients.

- Generated sales through direct customer engagement, telephone communication, and email correspondence.
- Prepared quotations, pricing proposals, and sales documentation.
- Coordinated order fulfillment and ensured timely delivery of products.
- Conducted market research and gathered customer feedback to improve service delivery.
- Developed new business opportunities and expanded the customer base.
- Managed showroom merchandising and retail sales activities.
- Participated in promotional events and brand awareness campaigns.
- Key Achievements: Successfully increased customer acquisition through targeted sales efforts.
- Key Achievements: Strengthened customer loyalty through excellent service and relationship management.
- Key Achievements: Consistently supported sales growth through proactive prospecting and account management.

Business Development Consultant

March 2008 – December 2009

Mbeva Recruitment & Consulting

Gauteng, South Africa

- Generated new business through networking, cold calling, referrals, and direct marketing.
- Managed and expanded client accounts by identifying additional service opportunities.
- Conducted market research and lead generation activities.
- Built and maintained strong client relationships.
- Participated in exhibitions and marketing campaigns to promote company services.
- Maintained accurate sales records and prepared weekly performance reports.
- Managed candidate databases and recruitment-related business development activities.
- Key Achievements: Developed a consistent pipeline of new business opportunities.
- Key Achievements: Contributed to company growth through effective prospecting and client engagement strategies.

Data Capturer & Community Liaison

January 2007 – December 2007

MIH Projects

Gauteng, South Africa

- Captured, maintained, and verified large volumes of data with a high level of accuracy.
- Conducted quality assurance checks to ensure data integrity.
- Managed document filing, reporting, and administrative processes.
- Assisted with stakeholder communication and customer service enquiries.
- Conducted surveys and maintained accurate records of responses.

Administrator

April 2006 – November 2006

Image Experts

Gauteng, South Africa

- Processed and reconciled daily sales transactions.
- Maintained customer records and administrative documentation.
- Managed petty cash records and bookkeeping documentation.
- Conducted customer follow-up and after-sales support.
- Ensured accurate data capture and record management.

TECHNICAL SKILLS

Business Development

Strategic Marketing

Brand Management

Market Research & Analysis

Sales & Revenue Growth

Customer Acquisition

Client Relationship Management

Account Management

Digital Marketing

Social Media Strategy

Campaign Planning & Execution

Content Development
Budget Management
Negotiation & Closing
Lead Generation
Product Marketing
Stakeholder Engagement
Team Collaboration
Microsoft Office Suite
Marketing Analytics
Social Media Marketing
Campaign Management
Brand Development
Customer Relationship Management (CRM)
Content Creation
Market Research
Sales Reporting

PROFESSIONAL ATTRIBUTES

Strategic Thinker Strong Communicator Self-Motivated Team Player Relationship Builder Results-Oriented Adaptable
Negotiation Skills Time Management Problem Solving

REFERENCES

Available Upon Request