



Noluthando Mnguni

Founder and Digital Lead Strategist at

Nono Communications

Gauteng South Africa

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INTRODUCTION OF **FOUNDER**



Noluthando Mnguni
Founder and Head of Client
Digital Success

SUMMARY

A digital revenue growth innovation strategist with a proven track record of generating over R100,000 in collective revenue through a digital-first approach. Skilled in developing brand narratives and communication structures that align with business goals and resonate with target audiences. A data-driven leader who leverages insights to communicate vision effectively and drive adaptive change in response to emerging opportunities. Adept at integrating marketing and digital strategies to support and accelerate year-on-year business objectives with a holistic, forward-thinking mindset.

SOFT SKILLS

Strategic thinker with strong management capabilities | Skilled in data analysis and statistical interpretation | Collaborative team builder and empowering coach | Inquisitive researcher with a solutions-oriented mindset

POSITIONS HELD AT NONO COMMUNICATIONS

(2022 – present)

- Head of client digital Marketing and Brand Communications (10+ clients)
- Led-high converting campaigns generating over R100,000 in digital revenue by positioning client products and services for market viability and long-term growth.
- Drove year-on-year digital community growth between 27% and 44%, with emphasis on organic reach and User-Generated Content (UGC) to drive brand loyalty and advocacy
- Designed and optimised lead funnels using integrated marketing technology tools informed by industry research
- Lead cross-functional teams to deliver on media initiatives spanning digital advertising, organic content creation, multi-platform distribution, and creative brand communications
- Travel to events and networking functions as brand face and spokesperson

EVENT STRATEGY & EXECUTION LEAD

(2023 – 2024)

- Successfully executed 7 physical branded client events, designed for strategic engagement and brand impact
- Delivered intimate in-person experiences for 30–60 carefully selected guests, fostering authentic connection and trust
- Led end-to-end digital marketing for each event (including targeted invitations, RSVP tracking, reminder sequences, and branded communications)
- Achieved consistent 10%–15% month-on-month growth in event engagement through strategic planning, content curation, and experience design



PROFESSIONAL EXPERIENCE (Prior to Founding Nono Communications)

2015 – 2021

Marketing & Communications Manager

- *Shannon Elizabeth Foundation – Cape Town, 2022*

Led digital and external communications for a conservation nonprofit.

National Social Media Officer

- *AFDA – The School for the Creative Economy – National, 2019–2021*

Directed social media brand strategy across all campuses to drive engagement and student recruitment.

Brand & Social Media Consultant

- *Tribal Media House – Gauteng, 2019–2020*

Advised on campaign development, influencer engagement, and content strategy.

Brand Promoter

- *Red Rooster – Gauteng, 2016–2018*

Drove consumer engagement through live activations and retail campaigns.

Writer's Room & Social Media Intern

- *Parental Advisory Productions – Gauteng, 2015–2018*

Supported TV script development and early digital audience building.

CORE COMPETENCIES

Technical skills: Microsoft Office Suite ▪ CANVA ▪ MailChimp ▪ Wordpress ▪ Google Suite ▪ Facebook and Instagram Ads ▪ Google, Facebook, Instagram, Twitter, LinkedIn, Hubspot CRM analytics reading & insight ▪ LinkedIn ▪ Google Ads

Academic Skills: Digital Revenue Growth Strategy ▪ Brand Narrative & Communication Systems ▪ Insight & Data-Led Leadership ▪ Integrated Digital Marketing ▪ Growth Planning & Lead Generation ▪ Event Strategy & Stakeholder Engagement ▪ Project Management

PROFESSIONAL DEVELOPMENT

- AWE LESA graduate programme
- Business Management Training (NYDA)
- Brand Management Certificate (University of Cape Town 88%)
- Copywriting for Online Marketing Certificate (University of Cape Town)
- Google Analytics Certificate (Google Analytics Academy)
- Google Digital Skills Licence holder (92%)
- Leadership coaching (Coaching with Milena)

MENTORSHIP

- 2022- **CEO, Morgan Debaun from Blavity, Inc.:** Business mentorship through Work Smart Program
- 2022- **Venture Capitalist, Christen O'brian from Shannon Elizabeth Foundation:** On Brand and Marketing Communications

EDUCATION

AFDA institution

B.A. in Motion Picture Medium

Vega School of Design, Brand & Business

(In-progress)

B.A. Honours in Strategic Brand Communications