



Maisha Mamabolo

Innovation & Brand Management

SOCIAL MEDIA



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Maisha Mamabolo



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EDUCATION

Crawford College Lonehill

Matriculated with IEB Distinction
Executive Committee for Arts & Culture

Vega Brand School of Communication

Bachelors in Brand Building & Communications
Majored in Innovations & Business Management
Vega gave practical experience in the form of their annual Brand Challenges, where a team of diverse students were tasked to build innovative campaign solutions for corporate brands.
2011 – Sappi
2012 – Discovery

UNISA (University of South Africa)

Fundamentals in Project Management

Other (On The Job)

Gavin Lund's course in Effective Speaking.
Media Training

HELLO

I am a Johannesburg native that is pensive by nature and charismatic by design. Being bored or boring is not an option therefore I will always endeavor to seek out the next challenge. I'm also a hipster-friendly coffee enthusiast. Electronic music specialist. Internet maven. 35mm photographic aficionado. Eloquent communicator..

Despite my overwhelming sense of creativity one must have respect for numbers, outcomes and results, which is what lead me from agency into corporate.

Life is one big great project, and great project management skills are indispensable for play & work.

EXPERIENCE

CLIQWORKS

(2011: 4 Months)

Cliqworks is a start-up advertising agency.
Position: Intern

Projects & duties included:
Management of clients social media accounts
CRM database creation

YOUNG & RUBICAM

(2012: 1.5 Years)

Young & Rubicam is a global advertising agency.
Position: Junior Strategist

Projects & duties included:
Strategic planning and pitching for new business.
Clients: Landrover Jaguar, PicknPay, Telkom

NANDO'S

(2013: 4 Years)

Nando's is a South African born, global, fast casual dining restaurant.
Position: Brand Manager

Projects & duties included:
Portfolio Management
Public Relations
Sponsorships & BTL Comms

ABINBEV/SOUTH AFRICAN BREWERIES

(2017 - Current)

ABInBev is the worlds largest brewing company.
Brand Campaign Manager (Out-of-Home): Flying Fish

Cliqworks

Y&R





“The values of the world we inhabit
and the people we surround ourselves
with have a profound effect on who we are.”

-M. Gladwell

SKILLS



Project Management



Brand Strategy



Analytics (Excel Stuff)



Creativity

10 0

ACHIEVEMENTS

Notable agency mentions:

Wrote for Whyweare.com

Wrote communications strategy for Cliffe Decker Hofmeyer.

Developed strategy & won pitch for ZeeTv client.

Nando's menu innovations:

- Catering Platters
- Granadilla Cheesecake
- Chocolate Mousse
- Garlic Roll
- Chilli Hot Chocolate
- Sweet Chilli & Halloumi Burger
- Kids Meals Revitalisation

All drove incremental revenue growth and maintained margin value for the business

Nando's Brand Advocacy mentions:

Developing Sponsorship & PR Strategy

Sponsorship of The Gathering in 2017

#MZ17 initiative to drive younger target audience menu awareness

Thuli Madonsela tactical stunt and leveraging publicity

Mail & Guardian Minister Report Card

Daily Maverick x Nando's x Zapiro Partnership

Effectively driving tactical and irreverent communication to menu items
and restaurant attendance

Notable Flying Fish mentions:

Successful launch of Flying Fish Chill LITE experiential activities

Flying Fish SAMAs sponsorship achieved 60% Earned Media in 2018

Reconfiguring Flying Fish social media tone and paid strategies to drive increased
engagement and reach

Producing Earned Media tactics to drive authentic engagement and build product extrinsics



Ask me about the time I met Thuli.

REFERENCES

Lindani Mnyandu

(Affordable ABInBev Brand Director Africa)

Doug Place

(Nando's CMO: EMEA)