



NOZIPHO NOMLOMO

Group CVP and Customer Experience Manager

PERSONAL PROFILE

I am a seasoned and agile Senior Marketing and CVP Strategist with excellent leadership skills. I have the ability to analyse consumer and market insights and trends, as well as leverage marketing best practices to build successful strategies. Throughout my career journey, I have led a wide range of strategic initiatives and provided insights that helped companies achieve their operational goals. I possess good work ethic and the ability to communicate effectively at all levels.

I am a team player and I enjoy working in a fast-paced environment, while fostering innovation and collaboration. I also embrace learning and I always seek to encourage others to invest in their learning and inspire them to achieve their goals. I have been successful in leading diverse teams of high performers and work well in a team set up, as well as individually. I believe that, with the skills and abilities I possess, I am ready to join an organisation where I can make impact and implement strategies that will effectively embed change.

I am detail-oriented and I am able to convey information to key stakeholders efficiently with absolute integrity.

KEY SKILLS

- Ability to build effective working relationships with people at all levels.
- Innovative and creative - able to think creatively beyond immediate requirements.
- Advanced report writing and drafting skills.
- Advanced data handling skills including collation, manipulation and visualisation.
- Strong project management and organisational skills.
- Ability to meet tight deadlines.
- Strong analysis and problem-solving skills.
- Ability to manage multiple engagements.
- Capability to supervise, lead and inspire members of staff.
- Proficient in all Microsoft Office suite of products.
- High degree of professionalism and integrity.
- High energy and results-oriented.

WORK HISTORY

Izwe Africa Group

Group CVP and Customer Experience Manager: Oct 2022 - Present

Responsibilities:

- Developing and maintaining the CX strategy, as well as measuring its effectiveness.
- Managing CX teams across all countries (Ghana, Kenya and Zambia).
- Facilitating monthly and quarterly CX reporting.
- Creating customer journey maps for new products and updating customer journey maps of existing products.
- Facilitating CVP, customer service and product training for all customer-facing employees.
- Writing scripts for all customer-facing employees.
- Developing product CVPs and ensuring all marketing communication embodies the Group and products' CVP.
- Facilitating digital transformation workshops.
- Compiling product papers on behalf of CCOs.
- Facilitating EXCO and OPSCO reporting.
- Assisting with all ad hoc projects for the Commercial department.
- Assisting with instilling the CVP in the organisation's culture and values.
- Facilitating primary and secondary research projects.

Territories: Ghana, Kenya and Zambia.

Butterfly Effect Intelligence™

Senior Marketing Strategy Analyst: Aug 2016 - Apr 2022

Responsibilities:

- Perform desk research and analysis - customer value proposition analysis and competitor analysis within the financial services industry.
- Developing monthly and quarterly reports on current and potential trends and themes in the industry (locally and globally), as well as providing insights and actionable strategic recommendations.
- Managing the service source portfolio and service deliverables on a weekly, monthly and quarterly basis.
- Developing strategic insights reports and presentations for clients.
- Lead the execution of marketing programmes from start to finish, driving innovation and collaboration with the internal team.
- Developing email marketing newsletters on SharpSpring that evaluate and assess competitor activity, market trends and dynamics, as well as provide input into the marketing management plans, to identify opportunities to raise the company brand and profile.
- Identify opportunities to reach new market segments and expand market share.
- Conduct customer and market insights research – improving research processes and methodologies, by exploring and suggesting innovative research tools such as Meltwater.



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INTERPERSONAL SKILLS

- Compassion and empathy.
- Committed to providing a high standard of work and continuous improvement.
- Appreciate the value of diversity.
- Committed to continued learning and supporting the learning of others.
- Dependability and reliability.
- Assertiveness.
- Self-awareness.

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- Advising on all external communication channels and content to ensure that the messaging and design is consistent with the brand guidelines, CI, quality and tone.
- Contributing to marketing plans for the smooth operation of marketing campaigns.
- Regularly review existing social media processes, outcomes and technology and ensure alignment with industry best practice.
- Updating client portals using WordPress and Website Content Management.

My Client Portfolio: Old Mutual SA, Old Mutual Africa (Zimbabwe, Kenya, Nigeria, Ghana, Malawi, Uganda, Tanzania, Namibia and Botswana), Momentum, Liberty, Nedbank (CIB and Group) and Investec.

Yellowwood Future Architects

Strategy Analyst: Nov 2014 – Jul 2016

Responsibilities:

- Primary and secondary research (desk research, focus groups, in-depth interviews and AMPS) according to the Five Cs of Marketing (Company, Customers, Collaborators, Competitors and Climate).
- Providing insights and actionable strategic recommendations based on the following disciplines: Brand positioning, brand architecture, segmentation planning, go-to-market planning and brand naming.
- Writing thought leadership pieces for the company blog and updating the blog with industry and company news and/or events.
- Leading and influencing the formulation and delivery of strategic projects and initiatives.
- Driving insights and recommendations using data models and visualisation tools.
- Perform market and customer research, as well as competitor analysis to drive revenue and enhance customer loyalty and engagement.
- Promote the development of strategic objectives and associated metrics to allow a strategic view of organisational progress.
- Creating reports and presentations to summarise findings and influence company decisions.
- Simplify complex data into a user-friendly format such as graphs and maintain strict confidentiality of sensitive information.
- Introduce survey metrics that are most relevant for the organisation and build specific activities to engage leaders.
- Perform competitor benchmarking, marketing programme effectiveness, industry intelligence, consumer knowledge and development of strategic initiatives.

My Client Portfolio: BMW, BPESA, City of Cape Town, FNB, STANLIB, Standard Bank, SA Mint, Steinbuild and Telkom.



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ACADEMIC BACKGROUND

Wits Business School

- ◆ Postgraduate Diploma - Business Administration, 2020

Vega School of Brand Leadership

- ◆ Bachelor of Arts (Postgraduate Honours) in Brand Leadership, 2014

Vega School of Brand Leadership

- ◆ Bachelor of Business Administration (BBA) in Brand Building and Management, 2013

Received "The Shooting Star Recipient for Excellence in Brand Building and Management" award for a consistent level of high achievement and strategic thinking (2013).

Clarendon Girls' High School

- ◆ Matric/Senior Certificate, 2010

Other courses:

Max Business School

- ◆ Master in Digital Marketing and Business, 2022

BizComm Group

- ◆ Business Communication/Presentation Skills Programme, 2016

VitalSmarts

- ◆ Crucial Conversations, 2015

World Wild Creative

Strategy Intern: Nov 2013 - Dec 2013

Responsibilities:

- ◆ Assisting with SEO strategies and digital strategies, content planning for and updating of social media pages, website architecture and updates, and general back-end programming.
- ◆ Monitor digital marketing campaigns based on goals and KPIs.
- ◆ Collect, track and analyse feedback from the client and suggest improvements internally based on the insights gathered.
- ◆ Prepare and present reports to management.
- ◆ Assisting the marketing team with projects and admin-related tasks.

My Client Portfolio: TFG.

References available upon request.