



# MALEHLOHONOLO H LAPANE

## Junior Communications Consultant

### ABOUT

Experienced Marketing and Finance professional with a BCom Honours in Marketing Management. Worked extensively in the Food and Beverage industry with various multinationals companies for 4 years shared amongst which is shared amongst the two departments. Passionate about building brands through collaboration and innovation and always aim to make a meaning contribution to the organisation's success.

### CONTACT

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### SKILLS

Brand Management

Product Management

Social Media Management

### EDUCATION

National Diploma in Marketing  
Central University of Technology  
2013 - 2015

B-Tech in Marketing  
Vaal University of Technology  
2016

BCom Hons in Marketing Management  
University of Johannesburg  
2018 - 2019



### PROJECT EXPERIENCE

- July 2023 – Current  
Fox Consulting | Consulting  
**Junior Communications Consultant**  
**Project Overview and Responsibilities:**  
Project Management (3 NDP's), Managing the Help Them, Feed Them Campaign and managing complaints on orders.
- July 2023 – Current  
PepsiCo, Hulamin | FMCG  
**Change and Talent Management**  
**Project Overview and Responsibilities:**  
Know your rewards monthly internal communication (July – December 2023), Transfer manuals and presentations into the new look and feel, Video compilation, creating logo's and voice over.
- June 2018 – December 2019  
Danone | FMCG  
**Brand Management**  
**Project Overview and Responsibilities:**  
Develop a project plan on each portfolio's innovation and renovation. Coordinate brand activations for internal and external people. Develop brand plans and marketing strategies for different portfolios assigned.
- August 2020 – December 2021  
Danone | FMCG  
**Claims Administrator**  
**Project Overview and Responsibilities:**  
Development of a training manual for claims administrators to refresh memories on daily tasks and for new people joining the team. Development of a new claims portal that integrates a central point for claims AR deals with and track progress based on KPI's.

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### EMPLOYMENT EXPERIENCE

### INDUSTRIES

FMCG

### TOOLKIT

MS Word	Excellent
MS Excel	Excellent
MS PowerPoint	Excellent
SharePoint	Good
Canva	Good

● October 2020 – October 2021  
Vector Logistics | FMCG

#### Credit Controller

**Responsibilities:** Sending customer on time to enable month end payments accordingly. Receive and prepare customer remittances and allocate appropriately. Clear cash allocations in the customers debtors accounts. Advise the customers when the account has been blocked and inform other departments to 'stop supply'.

● July 2018 – December 2019  
Danone | FMCG

#### Marketing Graduate

**Responsibilities:** Project manage all 'below the line' brand activations such as sampling, activations and brand launches. Lead cross functional teams on the upgrading of product innovation and renovation. Evaluate and analyse market trends for Brand insights and Sales meetings. Develop brand manifestoes for a portfolio. Manage each portfolio's budget to manage under and overspending.

● March 2017 – June 2018  
Danone | FMCG

#### Claims Administrator

**Responsibilities:** Assess and compile claims according to the company's compliance. Advise and escalate incomplete customer claims across varies departments. Ensure that all credits have been processed and released in time so that they reflect on the customer's monthly statement. Manage bad debts, write-offs and provisions.



*Trust the seeds you are planting.*

