

THABISO MABENA

ECOMMERCE, CRM & PERFORMANCE MARKETING MANAGER

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South African citizen | Driver's licence & own vehicle | Available within a month | Open to relocation, hybrid or remote (UK/US hours)

PROFESSIONAL SUMMARY

Digital marketing manager with 12+ years across sports nutrition, luxury hospitality, food retail, travel and ecommerce. I build full-funnel systems that connect paid media, CRM, ecommerce, content and analytics, turning discovery into purchases and first orders into repeat customers. Known for turning data into creative strategy and creative strategy into measurable results.

CORE STRENGTHS

Ecommerce & Conversion — Shopify (3 yrs), merchandising, conversion optimisation, funnel and checkout journeys

CRM & Retention — Klaviyo (4 yrs), Mailchimp, HubSpot, email/SMS flows, segmentation, lifecycle and repeat purchase

Performance Marketing — Google Ads (8 yrs), Meta Ads, Google Analytics (8 yrs), acquisition, retargeting, ROAS, CAC

Brand & Content — Positioning, storytelling, creative direction, influencer partnerships, UGC, PR

KEY ACHIEVEMENTS

- 32Gi Sports Nutrition, Black Friday/Cyber Monday: subscriber-led campaign (Meta ads, Klaviyo flows, segmented urgency sends, UGC, founder-led content) that contributed to +56% year-on-year BFCM sales and units sold.
- Simbavati Lodge Collection, Buy Now, Stay Later: multichannel sales campaign during COVID-19 travel restrictions that exceeded sales targets by +200%.
- Four Seasons Hotel The Westcliff, Bubbles & Treats: became the hotel's top-selling Food & Beverage campaign, with consistent sell-outs and repeat bookings.
- Minor Hotels (Anantara & Avani): led regional digital marketing across 9 hotels in the SADC region.

PROFESSIONAL EXPERIENCE

Group Digital Marketing Manager — 32Gi Sports Nutrition | July 2025 - Present | Johannesburg

- Own group-wide digital marketing across ecommerce, retail and athlete-led channels to grow share in endurance and sports nutrition.
- Lead paid media across Meta and Google, optimising ROAS, CAC, conversion, product launches and seasonal pushes.
- Run email/CRM in Klaviyo: lifecycle flows, segmentation and campaigns that drive repeat purchase and loyalty.
- Direct brand storytelling, creative strategy, athlete partnerships and community-first content.

Marketing & PR Coordinator — Four Seasons Hotels & Resorts | January 2024 - June 2025 | Four Seasons Hotel The Westcliff, Johannesburg & Four Seasons Safari Lodge Serengeti

- Developed and executed PR campaigns, building media relationships and securing press coverage.
- Led creative direction and content for brand campaigns, hotel promotions and social channels.
- Managed media, influencer and brand-experience collaborations while protecting brand consistency.

Local Marketing Coordinator — Food Lover's Market | April 2022 - January 2024 | Gauteng

- Planned and executed sales-focused, multi-channel marketing for stores, including store-opening campaigns.
- Ran digital activations with influencers and promotions to drive engagement, footfall and loyalty.
- Used audience research and performance data to optimise campaigns and manage budgets.

Digital Marketing Consultant — Simbavati Lodge Collection | December 2018 - March 2022 | Johannesburg

- Managed ecommerce sales and operations, website development and optimisation.
- Ran campaign planning and execution across web, email, SMS, paid and organic social.
- Optimised paid media and digital sales to improve reach, ROI and online revenue.

Digital Marketing Coordinator — Minor Hotels (Anantara & Avani) | April 2016 - November 2018 | Johannesburg

- Led regional digital strategy for 9 hotels in the SADC region to grow awareness, engagement and revenue.
- Managed digital channels, content calendars, influencer relationships and brand.com package messaging to drive bookings.

Digital Marketing Assistant — Club Travel | February 2014 - March 2016 | Cape Town

- Web content management, SEO, analytics and reporting, social media and email campaigns.

Marketing Intern — Raizcorp | February 2013 - February 2014 | Sandton

EDUCATION

Bachelor of Commerce in Management Marketing (NQF Level 7) — Boston City Campus, conferred October 2021

CERTIFICATIONS

HubSpot Email Marketing | Google Analytics | Online Marketing Fundamentals

MARKETING TOOLKIT

Google Ads, Google Analytics, Meta Ads / Business Suite, Klaviyo, Shopify, HubSpot, Mailchimp, WordPress, Unbounce, Canva, Sprout Social, Hootsuite, Asana, Monday.com, Slack, Google Workspace, Microsoft 365, Booking.com, Tripadvisor.