

# KHOLEKA QINGA

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## PROFILE SUMMARY

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A goal-orientated creative. With 6 years cumulative experience in commercial marketing (digital and trade), project management, and tactical loyalty. Currently working as a campaign project Manager for retail loyalty programs in the Nordic and African region, my responsibility is in overseeing all project execution, creating market-specific content, integrating marketing campaigns, managing budgets, collaborating with suppliers and FMCG companies, optimizing sales performance, and maintaining client relationships. Within my work experience core components required are strategic thinking, detailed and accurate analytical skills, and the ability to deliver results in a dynamic work environment.

## EDUCATION

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09.2020 – 09.2021	<b>MScBA, TIAS School for Business and Society, Utrecht, The Netherlands</b> Specialization in Change Management (elective: Business Analytics)
01.2017 – 12.2017	<b>Digital Marketing postgraduate, University of Cape Town, South Africa</b> Specialization in Digital Marketing
01.2015 – 03.2016	<b>Postgraduate diploma in management, Wits Business School, Johannesburg, South Africa</b> Specialization in Business Administration
01.2011 – 07.2014	<b>Bachelor of Commerce with Law, University of the Witwatersrand, Johannesburg, South Africa</b> Law, Marketing management, Risk Management, and Insurance

## PROFESSIONAL EXPERIENCE

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09.2021 – Present	<b>Brandloyalty, Den Bosch, The Netherlands</b> Campaign project manager Responsibilities: <ul style="list-style-type: none"><li>• <b>Project Execution:</b> Managing implementation and execution of retail loyalty programs in Africa and Nordic regions within specified timelines.</li><li>• <b>Market-Specific Marketing Content:</b> Creating tailored marketing content for retail markets in each region.</li><li>• <b>Integration of Retail Marketing Campaigns:</b> Coordinating and integrating retail marketing campaigns across different channels and platforms.</li><li>• <b>Budget Management and Cost Savings:</b> Managing allocated budget for loyalty programs and implementing cost-saving measures.</li></ul>
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- **Forecasting and Projection:** Analyzing data and market knowledge to accurately forecast program deliverables.
- **Collaboration with Supplier Brands and licensing partners:** Working closely with brands develop and execute retail loyalty programs.
- **Supply Chain Management and Logistics:** Overseeing supply chain, demand planning, and product logistics for seamless operations.
- **Sales Reporting and Analysis:** Generating regular reports, analyzing sales data, and aligning with retail objectives.
- **Relationship Management:** Maintaining strong relationships with clients and service providers, addressing concerns promptly.
- **Retail Program Planning and Strategy:** Collaborating with brands and FMCG clients to plan and strategize effective retail loyalty programs.

02.2018 – 12.2018      **Smollan( Unilever & Mondelez), Houghton, South Africa**

Field service manager

Responsibilities:

- **Field sales management:** Overseeing field service teams within the store to ensure the achievement of clients' strategic goals
- **Retail execution:** Cultivating positive connections and rapport with customers by engaging in in-store sales, effective product merchandising, and seamless execution of promotions
- **Reporting:** Staying up-to-date with emerging technologies in the retail industry
- **Sales optimisation:** Monitoring sales performance and implementing client and customer objectives

09.2016 – 02.2018      **Mattel inc. Johannesburg, South Africa**

Marketing and brand activation coordinator

Responsibilities:

- **Trade marketing:** coordinating Toy expo; Baby magic expo stall for fisher-price.
- **Project management:** Toy showroom; innovation and creative assistance in toy showroom
- **Print:** consumer catalogue, trade catalogue, Barbie magazine
- **Marketing management:** Maintaining marketing framework for all Mattel brands in South Africa and working with agencies, PR and retailers. Analyzing marketing plans and performance of competitor brands. Preparing monthly presentations on “new” products and promotions. Leading and handling consumer & trade catalogue, Barbie magazine creative and print
- **Marketing analysis:** Preparing monthly presentations on “new” competitive products and promotions
- **Performance analysis:** Focus on the quantitative evolution (POS) as well as on the qualitative evolution (brand tracking) and Brand performance analysis through competitor analysis
- **Marketing analysis:** Pulling numbers, both from market databases and financial systems, and formatting charts and tables for all analyses. Preparing monthly presentations on “new” competitive products and promotions. Additionally, analyzing marketing plans and performance of competitor brands

07.2015 – 08.2016      **Investec, Johannesburg, South Africa**

Business development and innovation intern.

Responsibilities:

- **Product analysis:** Conducting comprehensive analysis of competitors and consumer behavior to drive business insights
- **Marketing strategies:** Utilizing client and business statement analysis to develop effective marketing strategies aimed at attracting clients
- **Communication:** Exploring various communication solutions to enhance client communication and improve overall customer experience

## INTERNATIONAL EXPERIENCE

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09.2018 – 08.2020

**English Excel, Hong Kong & Gresol International American school (IB),  
Barcelona (international experience/ Educational savings year)**

Responsibilities:

- Teaching english as a second language to children between 3-14
- Lesson and content planning
- Managing reports and ad hoc data.
- Supporting in digital lessons and lesson creation