

LESLIE THANDIWE

*Senior Marketing
Manager*



CONTACT

+34 633 85 99 56

thandiwe.abril@gmail.com

Web: www.lesliethandiwe.com

Calle Santillana del Mar 6

SKILLS

- Project Management
- Campaign Management
- Branding
- Social Media
- Events Content
- Business Management
- Culture Marketing
- Branding and Design
- Product Launch
- Business Development
- Strategic Planning
- Team Leadership

LANGUAGE

- English
- Spanish

WORK EXPERIENCE

Senior Marketing Manager

Berklee College of Music (Spain & Boston) - Jan 2023 - present

Oversee collaborative marketing plans, budgets, and strategic goals between Berklee Valencia and Boston, ensuring brand consistency. Represents Berklee Valencia in strategy meetings, providing expertise in digital marketing trends and reporting on program results.

Head of Client Success

Pink Orange Media (London) - Apr 2021 - Dec 2022

Led complex multinational projects, managed budgets, and oversaw brand consistency. I negotiated client agreements, fostered team collaboration, and executed high-growth marketing campaigns, including paid social strategy and CRM implementation.

Head of Communication (consultant)

Enso Co-Living (Spain) - Jan - Aug 2022

Developed communication plans for Spain and Italy, managing social media, PR, and events. Built influencer relationships, oversaw the budget, and led internal and external teams. Established KPIs, coordinated social media and PR reporting, and ensured brand message integration for marketing campaigns.

LESLIE THANDIWE

*Senior Marketing
Manager*



EDUCATION

2021

**Cambridge Judge Business
School**

Business Analytics: Decision
Making Using Data

Feb - June 2021

InHispania

Español (A2 - B2)

2020-present

University of Pretoria (GIBS)

PhD Candidate - Business
Management

2018-2019

University of Pretoria

Masters in Marketing &
Communication Management

2015-2017

University of Pretoria

BCom (Hons) Communication
Management

WORK EXPERIENCE

Communication Management Consultant

Grupo Cobra (South Africa & Spain) - Aug - Dec 2020

Oversaw seamless communication between South African employees and Grupo Cobra Spain (as local employees onsite). Strategically sourced global suppliers, procured value services & identified improvement opportunities in collaboration with business units and suppliers.

Group Account Director

Halo Advertising (South Africa) - Jan 2017 - Aug 2020

Drove new business, managed client accounts, and oversaw daily operations. Headed client campaign strategies, collaborated on strategic planning and budgets, evaluated productivity indicators, and led engagement initiatives for continuous improvement.

Account Manager

Purple Plumm Brand Communications (South Africa) - 2016 - 2017

Handled monthly marketing reports, press releases, event management, and social media. Collaborated with account planners to create cost-effective campaigns, present ideas to clients & ensure timely progress reporting. Negotiated with clients, maintained ongoing communication, and prepared pitches for new business.