

PORTFOLIO RÉSUMÉ

Alroy Ndhlovu

Marketing & Brand Strategy · Product Management & UX Design · AI-Native Product Builder

Alroy Ndhlovu is a marketing, branding, business technology and product consultant based in South Africa, with over 12 years of experience. He works end to end across strategy, brand, paid media, content and product design, and ships his own software rather than only advising on it: he writes the specification, chooses the stack and directs coding agents such as Claude Code rather than writing the code by hand.

12+
Years of experience

1,200+
People trained and advised

25+
Businesses served

Brand

Brand strategy, positioning, visual identity, art direction and content.

Product

Product management and UX/UI design for apps, SaaS, online stores and AI tools, from discovery to launch.

Marketing

Digital marketing, paid media, CRM, email and go-to-market plans, measured on leads and growth.

Johannesburg, Gauteng, South Africa | hello@alroyndhlovu.com | +27 76 267 8936 | alroyndhlovu.com | linkedin.com/in/alroyndhlovu

Work experience

Twelve plus years in digital marketing, brand management, product management and e-commerce. Full-time roles, contracts and consulting for global organisations and ambitious brands.

Brand, Product & Marketing Consultant

Independent · Self-employed · 2018 – Present

- Built and launched four products end to end: InSpiritInTruth and tapa. (mobile apps), CaughtSlipping (Chrome extension) and Hakkan (AI research tool, in beta), alongside Social Sweep for Innovatr.
- Delivered brand strategy, content strategy, integrated campaigns, marketing optimisation and business process automation for clients including Total Sports, Jenna Clifford, Cash'n'Sport and Nembhard Inc, alongside the contracts listed below.
- Art-directed content for Jenna Clifford, made the event video for the IAB Bookmark Awards, made Total Sports' staff training video on fitting running shoes end to end, and delivered training for iHub.

Brand & Marketing Manager and Product Lead (Social Sweep)

Innovatr · Full-time · Mar 2026 – Sep 2026

- Product lead for Social Sweep, a proprietary AI social listening product: made the build-versus-buy case, then planned, built and maintained it. Replaced a US$5,000-a-year licence with an in-house build under R10,000; it now sells in every Innovatr membership.
- Owned digital marketing end to end. Ran LinkedIn Ads with account-based marketing (ABM): 61% of delivery reached decision-makers, at a third of the B2B median cost per lead (CPL).
- Built the CRM from nothing and the marketing automation behind it, then wrote and designed every email sequence in Zoho Campaigns: 36.7% opens and 4.1% clicks on onboarding, against typical B2B rates of 30–35% and 2.5%.
- Ran social media and content marketing, turning proprietary research into LinkedIn carousels, video and ad creative; the same message as video drew 0.68% click-through against 0.24% as a carousel.
- Led the rebrand with the founder (positioning, visual identity and go-to-market strategy), wrote the brand guidelines, produced the brand assets, and redesigned and maintained the company website.

Digital Marketing Consultant

Thrifty Adventures · Contract · Jul 2025 – Mar 2026

- Owned marketing strategy and paid media across four channels, plus brand strategy, content design, e-commerce strategy and business development, taking the brand from scattered to deliberate.
- Lifted lead-form conversion rate to 36.6% against a 10–15% LinkedIn benchmark; the brochure offer went on to drive 73% of all leads, while cost per lead on everything else ran 39% higher.
- Grew TikTok to 3.1 million organic views from the existing account, with paid click-through at 0.97% against a 0.52% platform median.

Web Design Specialist

Deep Ocean · Freelance · Oct 2024 – Oct 2025

- Designed and built the website for Deep Ocean Integrated Solutions, an Angolan oil and gas services company (deepocean.solutions), then ran its business email, domains and maintenance.

Web Design Specialist

English Plus Academy · Contract · Oct 2024 – Mar 2025

- Redesigned the academy's website and migrated its hosting to a provider able to carry planned growth, then stayed on call for web development and business technology support.

Digital Marketing Consultant

African Agri Council · Contract · Aug 2024 – Nov 2024

- Owned digital marketing strategy and delivery for the council and its flagship investment Indaba.
- Formulated paid media and content strategy across Facebook, LinkedIn and Google, built CRM automation and lead-capture workflows, and ran campaign data analysis that fed each successive round of optimisation.

Social Media Specialist

Eris Property Group · Freelance · Aug 2024

- Agency-side, multi-brand social media for five shopping centres on a short-term support contract: created posts for more than twenty tenant brands (Pick n Pay, Pep, Debonairs, local pharmacies and butchers) within each one's identity, and ran community management, occasional paid boosts and reporting.

Digital Media & Marketing Consultant

Energy Capital & Power · Contract · Nov 2023 – Mar 2024

- Designed and delivered PR and digital marketing training programmes for delegates of the Minister of Mines and Hydrocarbons, Equatorial Guinea.
- Consulted on and ran campaign support for the company's flagship multinational annual events: content direction and creation, campaign build and management across LinkedIn, Google Ads and Facebook, and periodic reporting.

Brand & Social Media Management

Kelly-Ann Mealia · Freelance · Sep 2022 – Apr 2024

- Managed her LinkedIn personal brand: created the content, produced video and photography, and managed her community.

Digital Marketing Consultant

IFC (World Bank Group) · Contract · May 2022 – Oct 2023

- Developed the digital marketing curriculum and content for roughly 50 tourism SMEs across the programme, published on its training site, wearevictoriafalls.com.
- Delivered one-on-one consulting to around 20 businesses selected for additional support, equipping them with the tools to rebuild demand.

Meta Certified Lead Trainer & Consultant

Digify Africa · Contract · Jul 2020 – Nov 2022

Digify Pro Lead Trainer · Facebook Diaspora Workshop Lead · Digify Pro Assistant Lead · Boost with Facebook Trainer

Product, Marketing & E-Commerce Manager

Reka Afrika · Full-time · Jul 2017 – Oct 2018

- Ran e-commerce end to end: sourced suppliers, chose and maintained the product range, photographed and marketed the products, and built the website and online store.

E-Commerce & Product Manager

iBags.co.za · Full-time · Apr 2013 – Jun 2017

- Ran e-commerce end to end for four years: sourced suppliers, chose and maintained the product range, kept the website and product presentation current, and worked with the agency that ran marketing.

Education

Always learning. Formal certificates and specialisations across marketing, product, design and business, with the work to back it.

Marketing & Product

Professional Certificate in Digital Marketing
University of Maryland (EdX) · Completed Jun 2025

Professional Certificate in Product Management
University of Maryland (EdX) · Completed Dec 2025

Digital Marketing
Shaw Academy, Meta, Google, LinkedIn and others · 2019 – 2023

Design & Creative

UX/UI & Design
Interaction Design Foundation, UXCEL · 2023 – 2024

Graphic Design Specialisation
CalArts (Coursera) · 2016 – 2017

Film & Photography Studies
Lights Film School, Photography Institute · 2017 – 2018

Tech, Cloud & Security

Cloud Computing & AI
Google Cloud, Codecademy · 2024 – 2025

AI & Cybersecurity Technology Certifications
Google, Codecademy, CISCO Networking Academy · 2025 – Ongoing

Full-Stack Web Development
App Brewery · 2026 – Current

Business

Tourism Management
Oxbridge Academy · 2022 – 2023

Portfolio

Projects first, each with its own page of photographs, films or sites. Then selected pieces by medium. The clips play on the site.

Projects alroyndhlovu.com/work



Jenna Clifford
Art direction and content



Kelly-Ann Mealia
LinkedIn personal brand



Alabanza Fashion Boutique
Content direction and photography



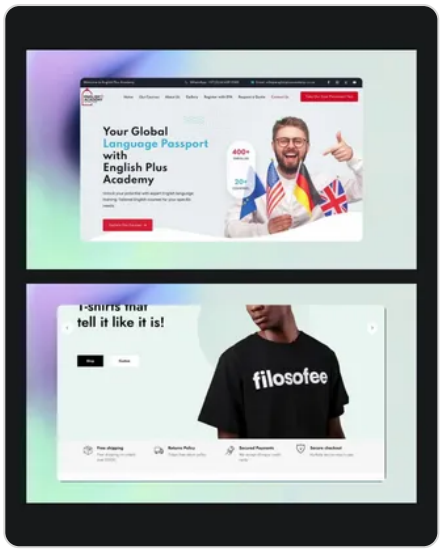
IAB Bookmark Awards 2023

Event video



Smirnoff, at home

Self-initiated · Concept, styling, photography and video



Websites

Design and build



Eris Property Group

Social media content and page management



Mitch Sneakers

Photo and video content



Filosofee

Art direction, content and online store



Gucci, at home

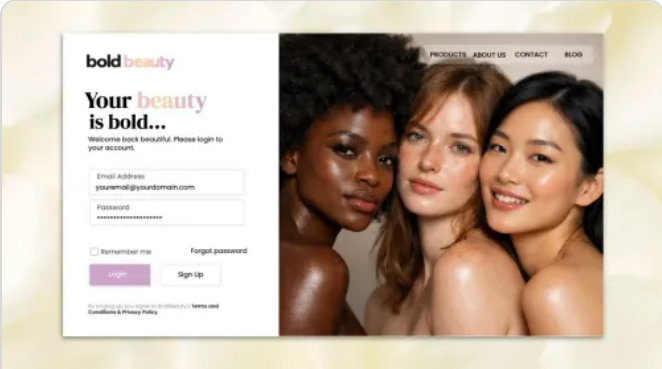
Self-initiated · Concept, lighting, photography and video



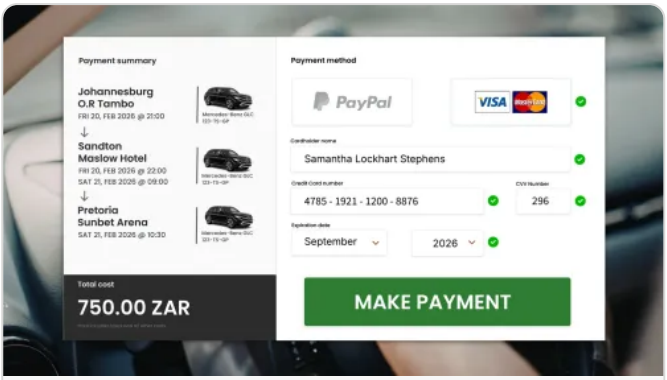
Botanik wine labels

Concept · Packaging design

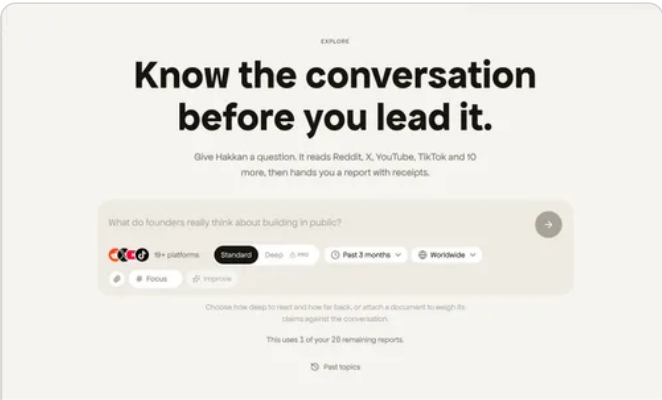
UX/UI 4 of 6. See them all at alroyndhlovu.com/#portfolio



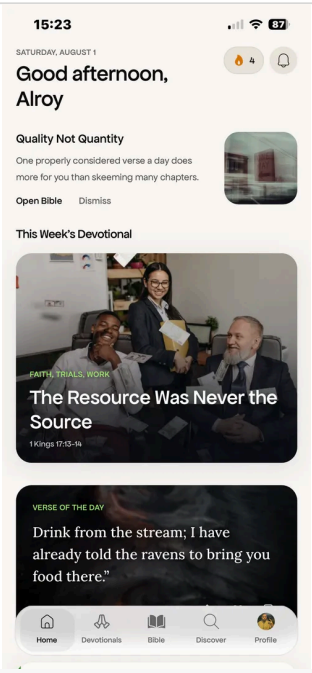
Sign-in screen for a beauty booking app, the form on the left and a trio of portraits filling the right half.



Checkout step of a shuttle booking flow, showing the trip summary in rand beside a card payment form.

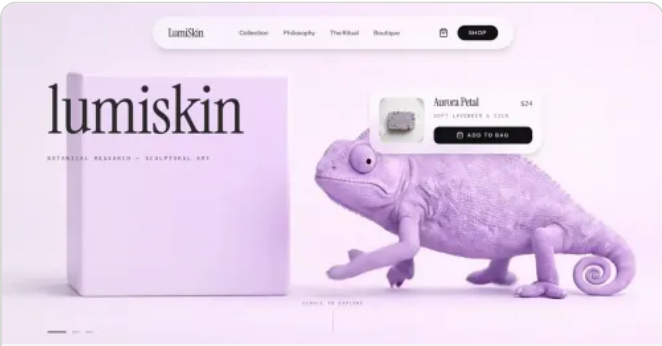


Content discovery screen: one input, depth and time-range controls, and the platforms it reads.

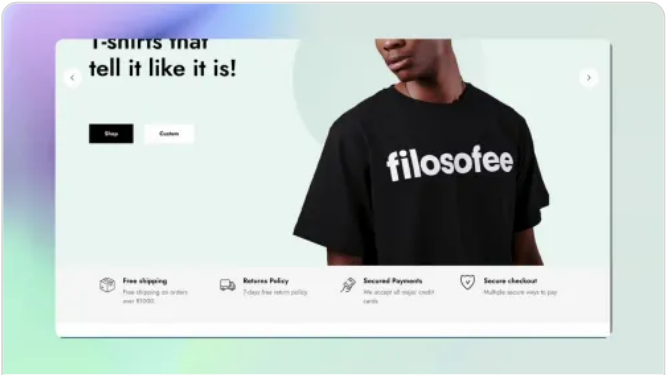


Devotional app home screen: the week's devotional and verse of the day in a warm serif system.

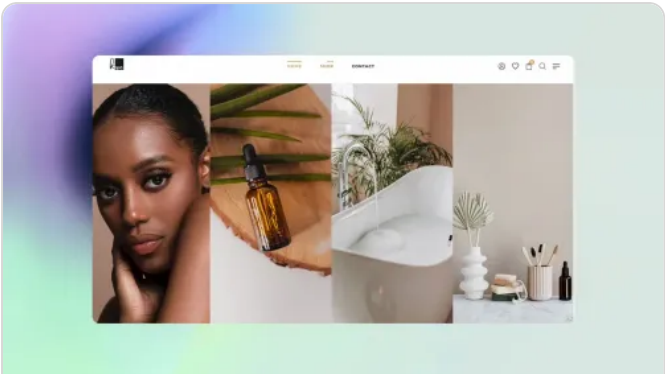
Web 4 of 9. See them all at alroyndhlovu.com/#portfolio



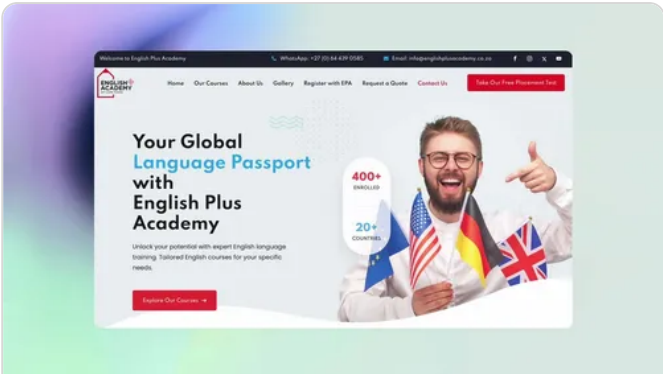
Skincare brand website hero: a chameleon shifts to lavender to match the soap beside it as a product card slides in over the video.



Apparel storefront scrolling from its hero through the t-shirt and hoodie categories to a product page.



HerHerbHope: an online store for skincare and bath products.



English Plus Academy: the redesigned site for a language school.

Branding 4 of 8. See them all at alroyndhlovu.com/#portfolio



Aux Affair logo: a lowercase wordmark whose last stroke runs out into a dashed audio cable in brass, ivory and ember, ending in a 3.5 mm plug.



Three wine labels side by side, each carrying a different illustrated landscape.

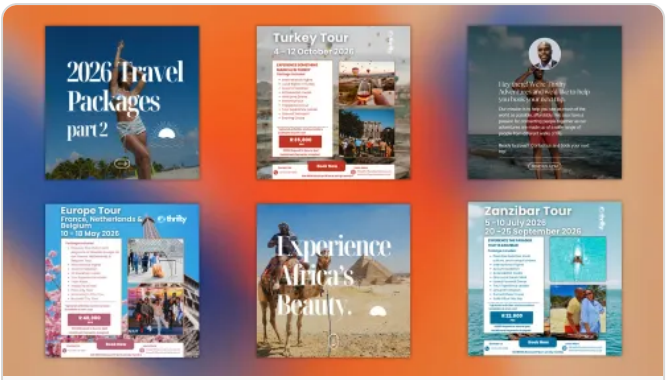


Wordmark and figure mark set on an orange to teal gradient.

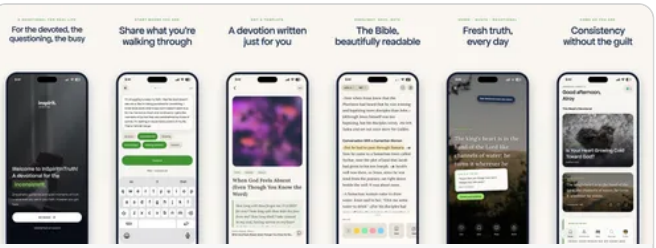


Winter fashion magazine cover, cover lines wrapped around a studio portrait.

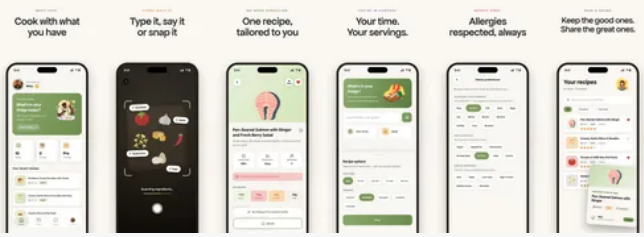
Content 4 of 16. See them all at alroyndhlovu.com/#portfolio



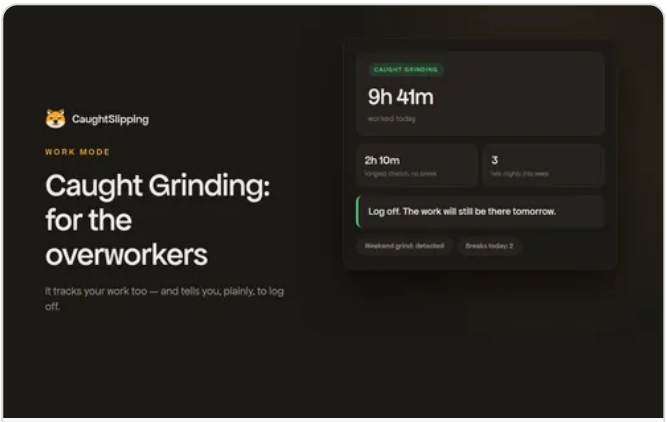
A grid of travel tour social posts covering Turkey, Europe and Zanzibar.



App Store screen sheet for a devotional app: six phones, each under its own headline, from “For the devoted, the questioning, the busy” to “Consistency without the guilt”.

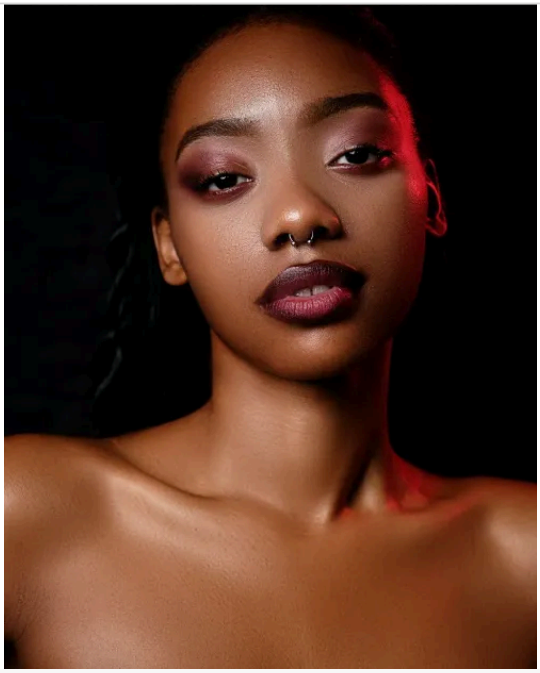


App Store screen sheet for a recipe app: six phones under headlines from “Cook with what you have” to “Keep the good ones. Share the great ones.”

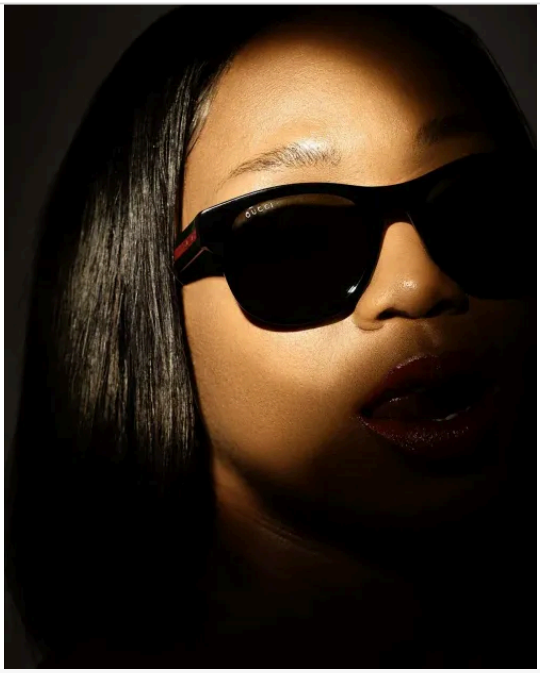


App Store panel for a screen-time app’s Work Mode, “Caught Grinding: for the overworkers”, beside a card reading nine hours forty-one worked today.

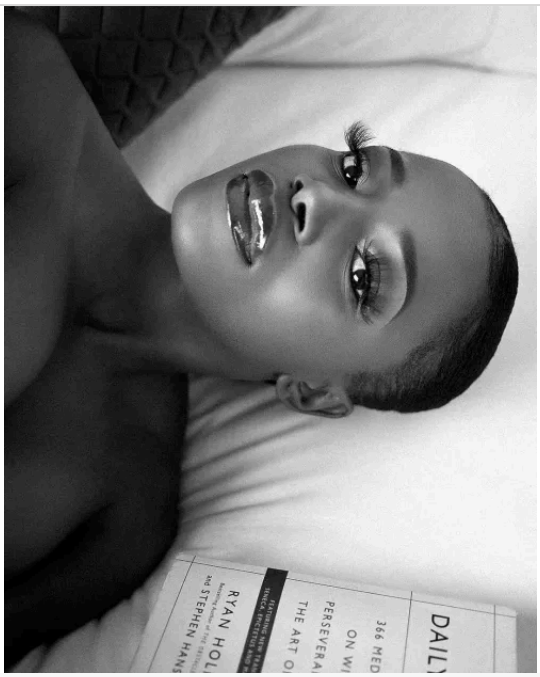
Photography 4 of 14. See them all at alroyndhlovu.com/#portfolio



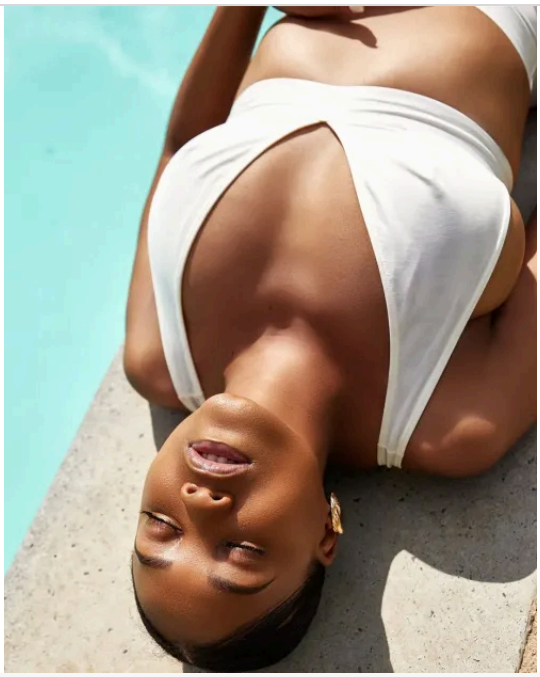
Studio beauty portrait against black, edged with a red rim light.



Portrait in dark sunglasses, lit warm gold against a black background.



Black and white portrait lying back on a pillow beside scattered newspapers.



Overhead poolside portrait in white swimwear on warm concrete.

Video 4 of 6. See them all at alroyndhlovu.com/#portfolio



Music video for Just 6, shot in the recording studio.



Film for an Airbnb listing: a day in the apartment, from waking up to the view to an evening in.



Vertical video with an influencer in a powder-blue suit, in a white gallery.



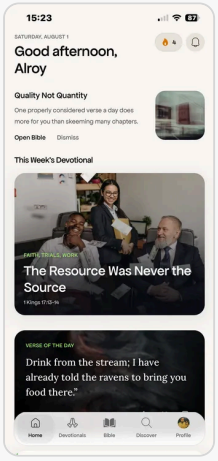
Black-and-white editorial video: a portrait in an oversized blazer against a curtain.

05

alroyndhlovu.com/#products

Products I've built

Four products taken from problem to shipped, solo: product, design, build and copy. The full build story behind each one is on the site.



Live · iOS and Android · Faith & Devotion

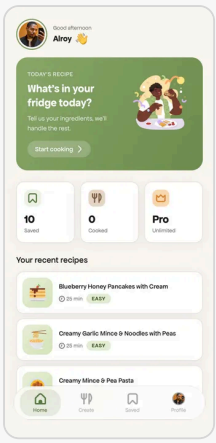
InSpiritInTruth

Take your faith into your own hands.

The devotional has not changed in generations: one text, written for everyone. The communal side of faith is well served. The personal side gets a template.

React Native · Expo 57 · TypeScript · Expo Router · NativeWind · Supabase · TanStack Query · Reanimated + Skia · RevenueCat · Claude Code

Download on the App Store Read the build story



Live · iOS and Android · Food & Cooking

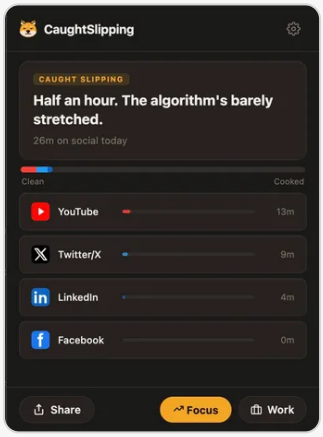
tapa.

What can I cook with this?

Deciding what to eat is the daily tax on being an adult. Recipe sites answer it with fifty results.

React Native · Expo 57 · TypeScript · NativeWind · Supabase · SQLite offline cache · Zustand · Vision + voice input · RevenueCat · Claude Code

Download on the App Store · Read the build story



Live · Chrome extension · Focus & Productivity

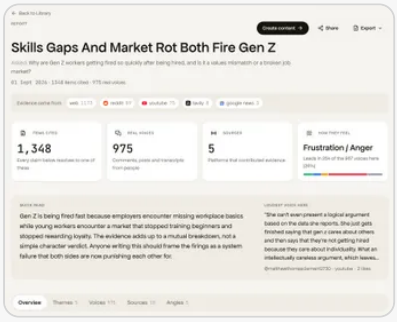
CaughtSlipping

The browser extension that calls you out.

Screen-time tools live on the phone and only nag the distracted. The browser is where work and distraction both happen, and nobody warns the overworked.

Manifest V3 · Vanilla JS, no framework · Service worker · declarativeNetRequest · Offscreen documents · chrome.storage, local only · Chart.js · Claude Code

Get it on the Chrome Web Store · Read the build story



Beta · Web · Content Research & Development

Hakkan

Worth listening to.

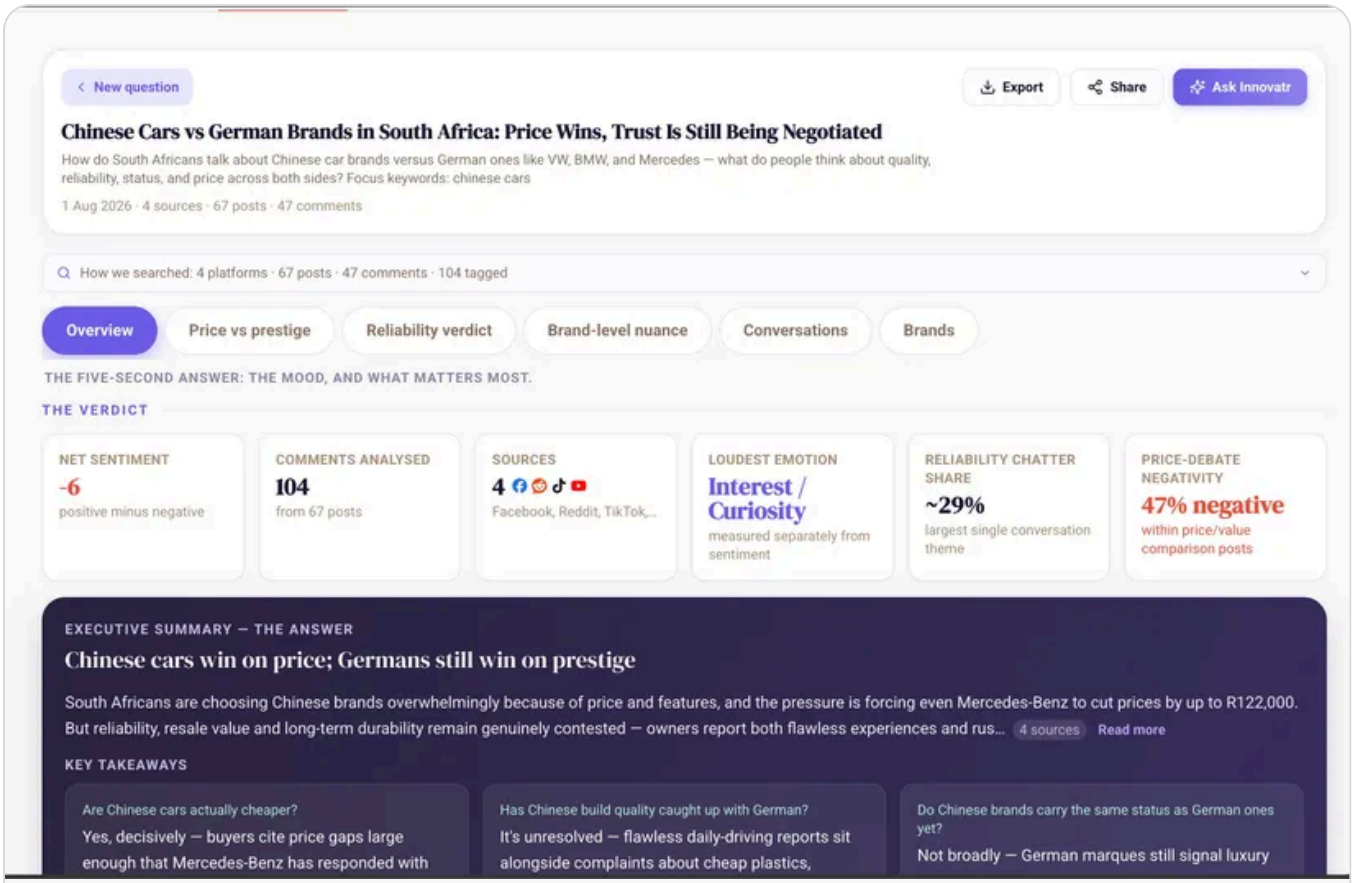
“Slop” made Oxford’s 2024 Word of the Year shortlist: fluent AI content that knows nothing. Writing tools that start from a blank page produce it by design.

Next.js 16 · React 19 · TypeScript · Tailwind v4 · Supabase · Vercel AI SDK · Claude + Grok · Paddle · Recharts · Sentry · Claude Code

Read the build story

Case studies

Work done for a business, and what it returned. The starting point, the thinking and the measured outcome. The full version of each is on the site.

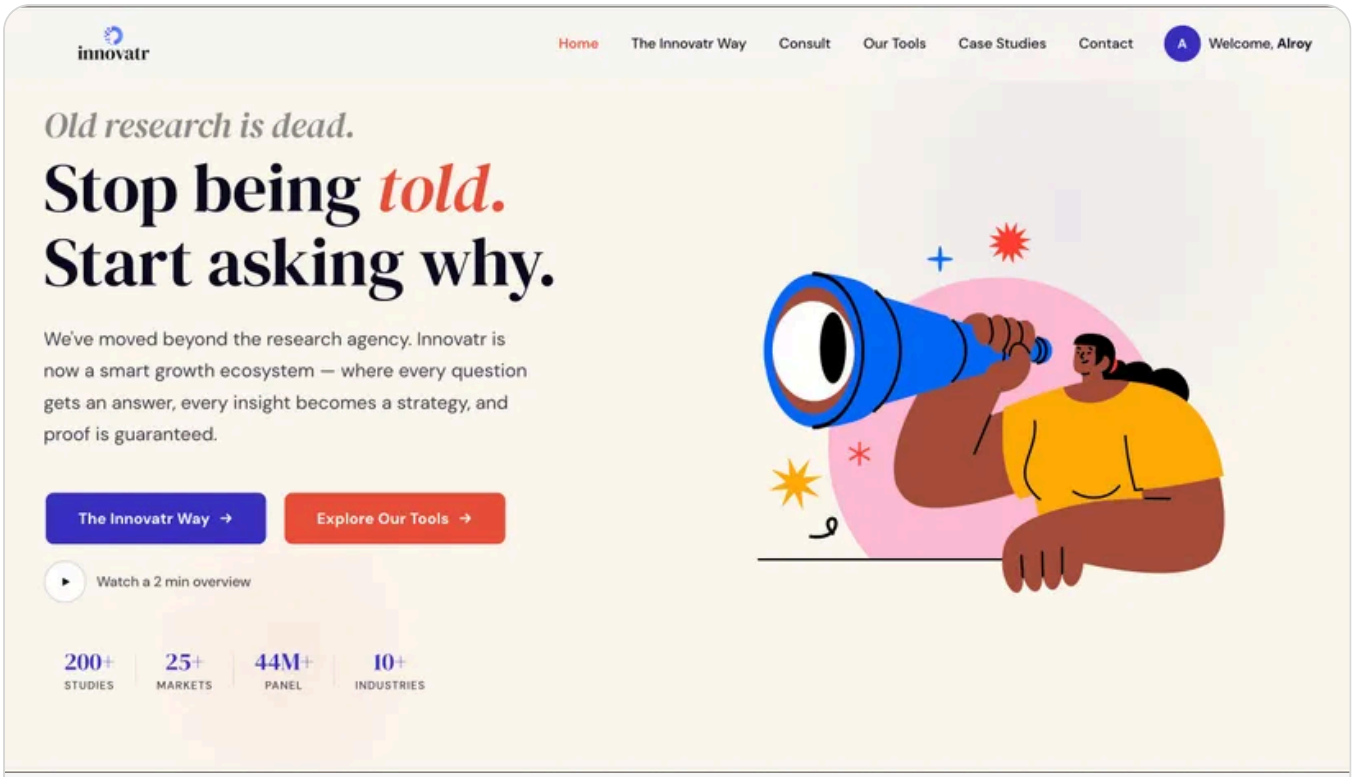


Social Sweep Mar 2026 – Sep 2026

Replaced a US$5,000-a-year licence with a tool I built. Now sold in every Innovatr membership.

Build vs buy · Product strategy · AI product · Research tooling

alroyndhlovu.com/case-studies/social-sweep/

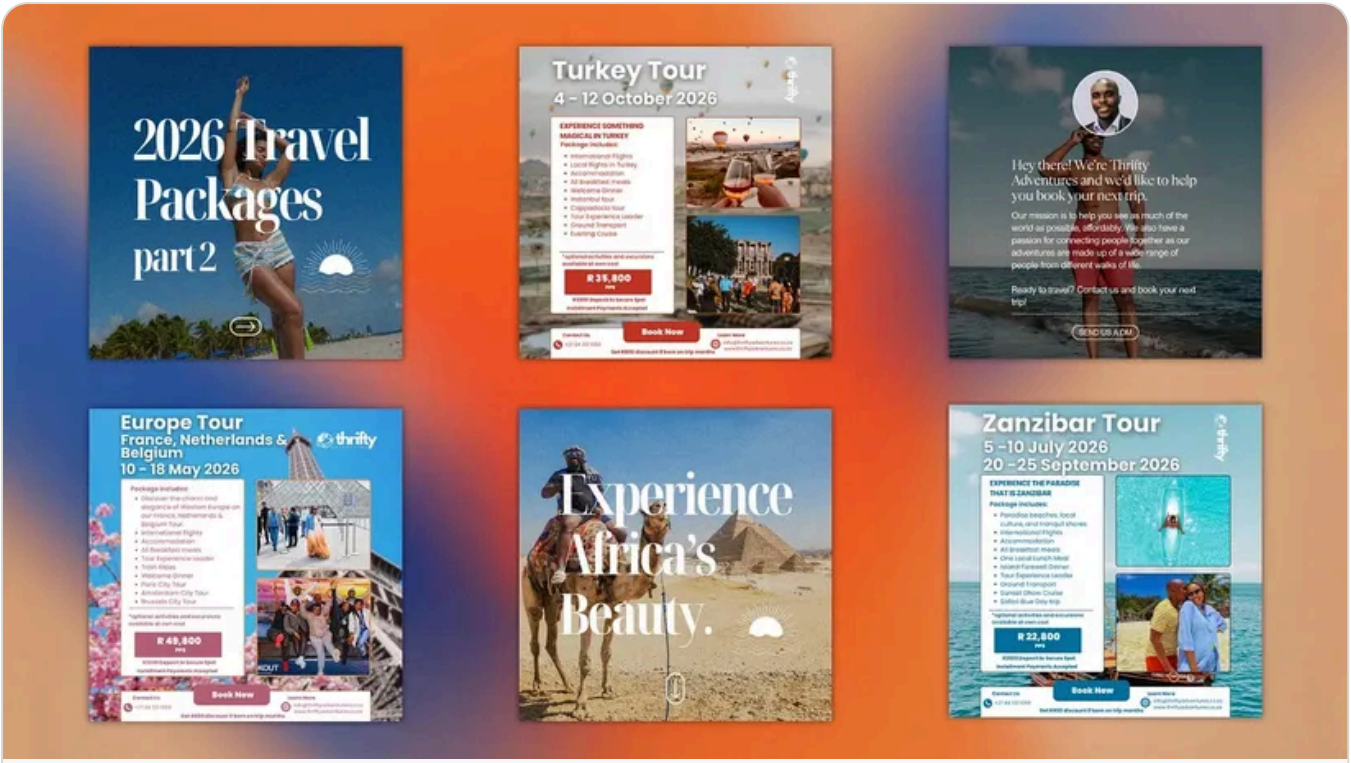


Innovatr Mar 2026 – Sep 2026

61% of ad delivery on decision-makers, at a third of the B2B median cost per lead.

Rebranding · Content · Paid media · Lead sourcing · Marketing automation

alroyndhlovu.com/case-studies/innovatr/

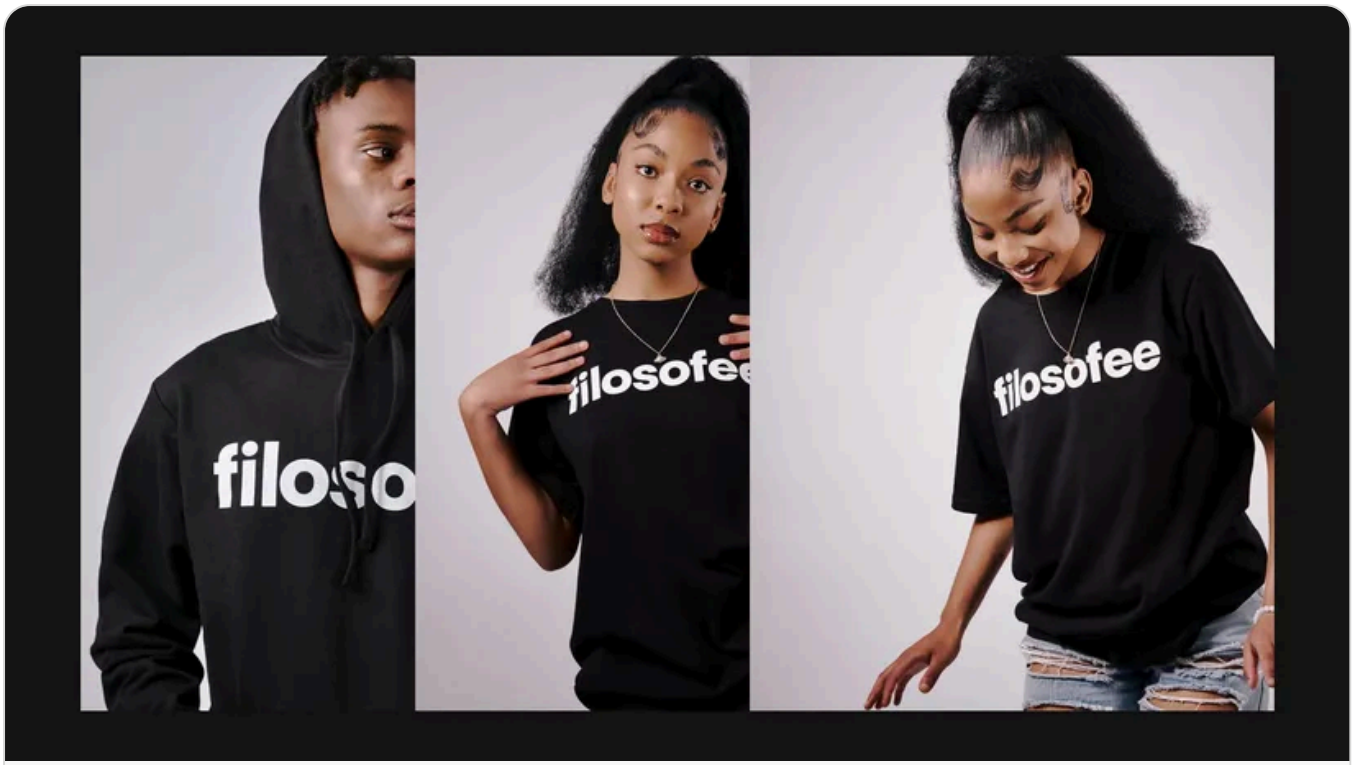


Thrifty Adventures Jul 2025 – Jan 2026

Lead forms at 3× the LinkedIn norm, and 3.1 million organic views on TikTok.

Paid media · Organic social · Search · Lead generation · Channel strategy

alroyndhlovu.com/case-studies/thrifty-adventures/

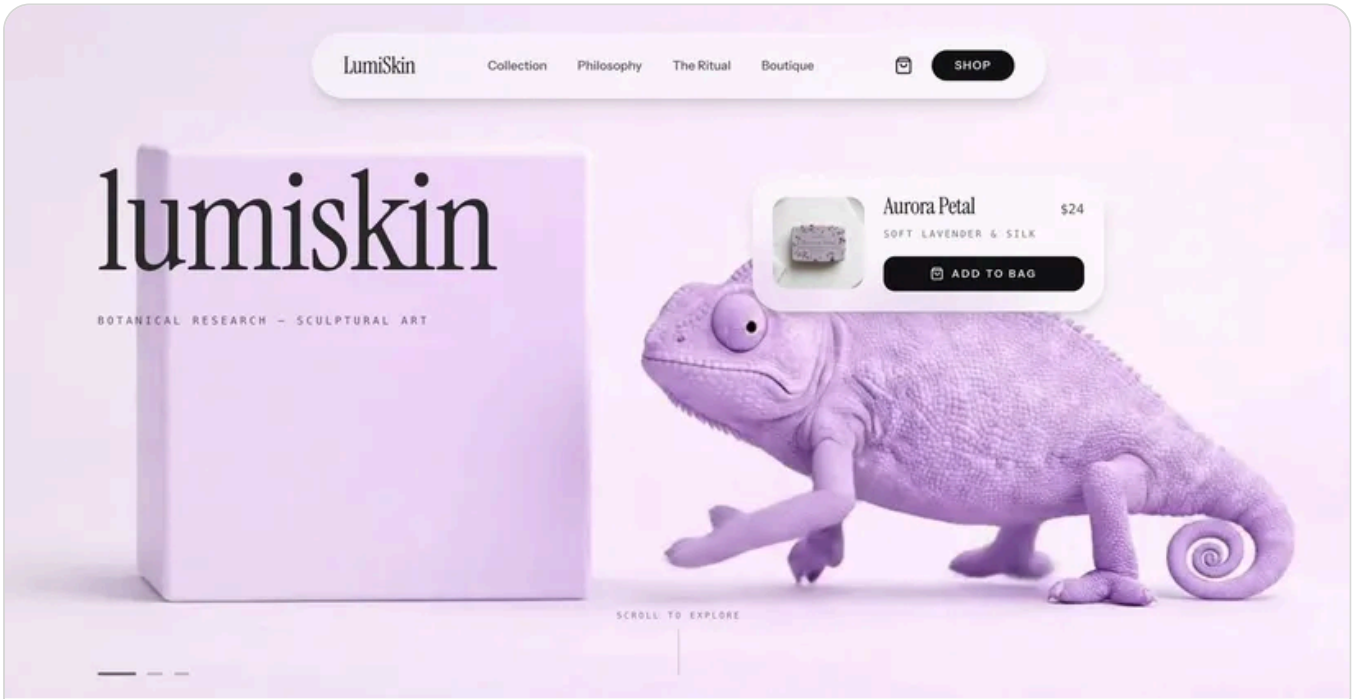


Filosofee 2024 – present

A streetwear brand built end to end: sales in month one, then a first wholesale order.

E-commerce · Brand · Product design · Photography · AI production

alroyndhlovu.com/case-studies/filosofee/

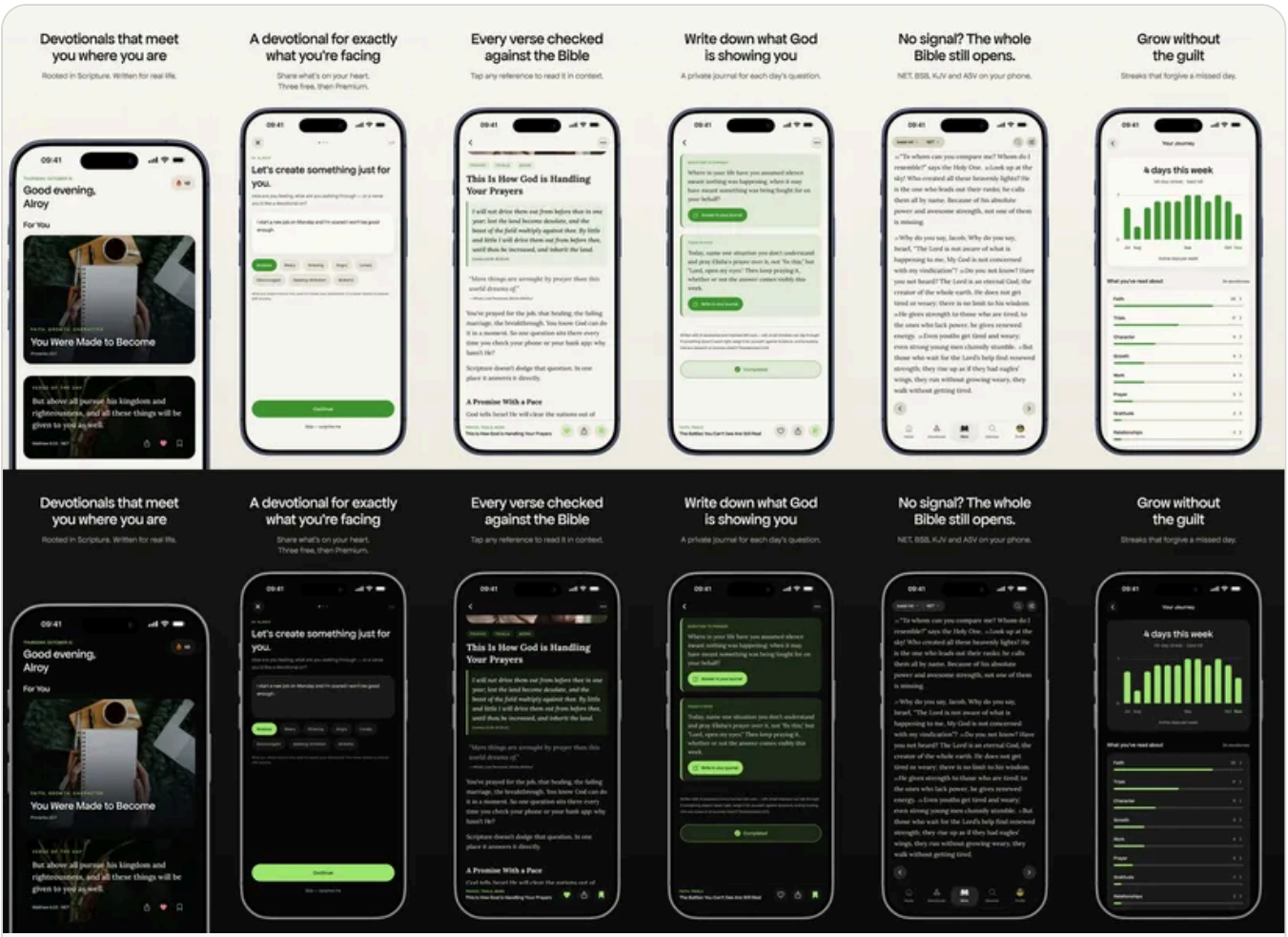


LumiSkin Mar 2026

A premium product site built in a day for under $300, against $6,500+ for a conventional build.

Art direction · AI production · Front-end · Motion

alroyndhlovu.com/case-studies/lumiskin/

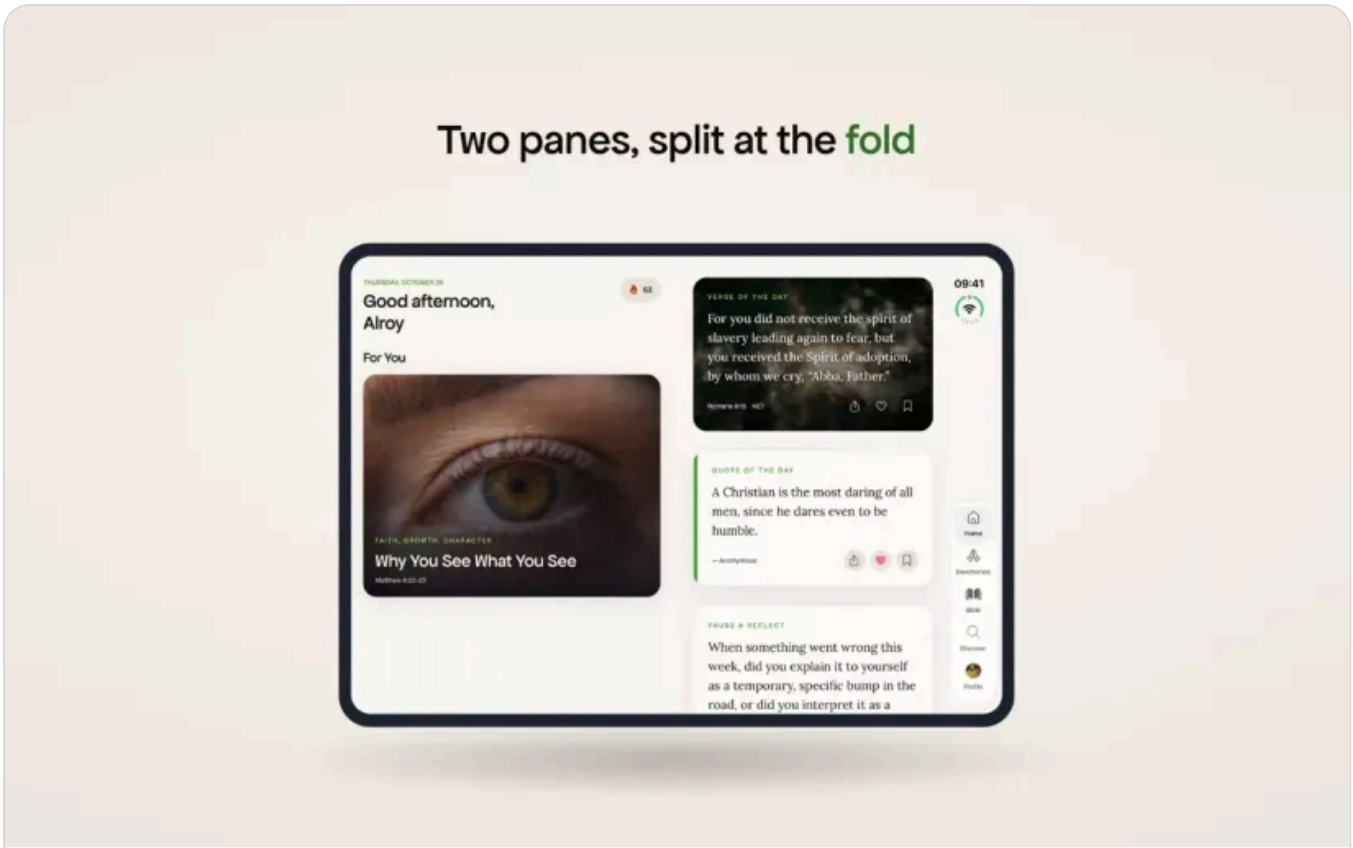


Making content agentically Sep – Oct 2026

A logo, an App Store page, two films and covers, made by directing AI tools.

Agentic workflow · MCP · Branding · Motion · Content

alroyndhlovu.com/case-studies/agentic-content/



ISIT on iPhone Duo Oct 2026

I tested my devotional app against the five poses of Apple's foldable iPhone and redesigned the layouts that broke.

UX research · Adaptive layout · Foldables · iOS

alroyndhlovu.com/case-studies/isit-iphone-duo/

07

What people say

Alroy consistently produces high-quality and timely work and is always willing to go the extra mile to ensure a project's completion. His calm and patient demeanour make him a pleasure to work with.

Hermione Nevill
Senior Consultant, IFC (International Finance Corporation)

Alroy demonstrated an exceptional work ethic, resourcefulness, and dedication to client success, including supporting post-contract. I would happily work with him again and recommend him without reservation.

Devi Paulsen-Abbott
Commercial and Strategy Director, CIO Africa by dx5

Worked with Alroy for 2+ years. He's extremely professional and has a variety of talents you can make use of. He's like a Swiss army knife lol. Wherever his profile fit, he'd always be first in mind to put onto a project.

Kelly-Ann Mealia
Co-Founder and Chairperson, Energy Capital & Power

Who I've worked with

Innovatr · Digify Africa · Energy Capital & Power · IFC (World Bank Group) · African Agri Council · Meta · Jenna Clifford

I'm open for work.

If you like what you've seen and want me on your team or project, the fastest way in is a call.

hello@alroyndhlovu.com | +27 76 267 8936 | Book a call | alroyndhlovu.com