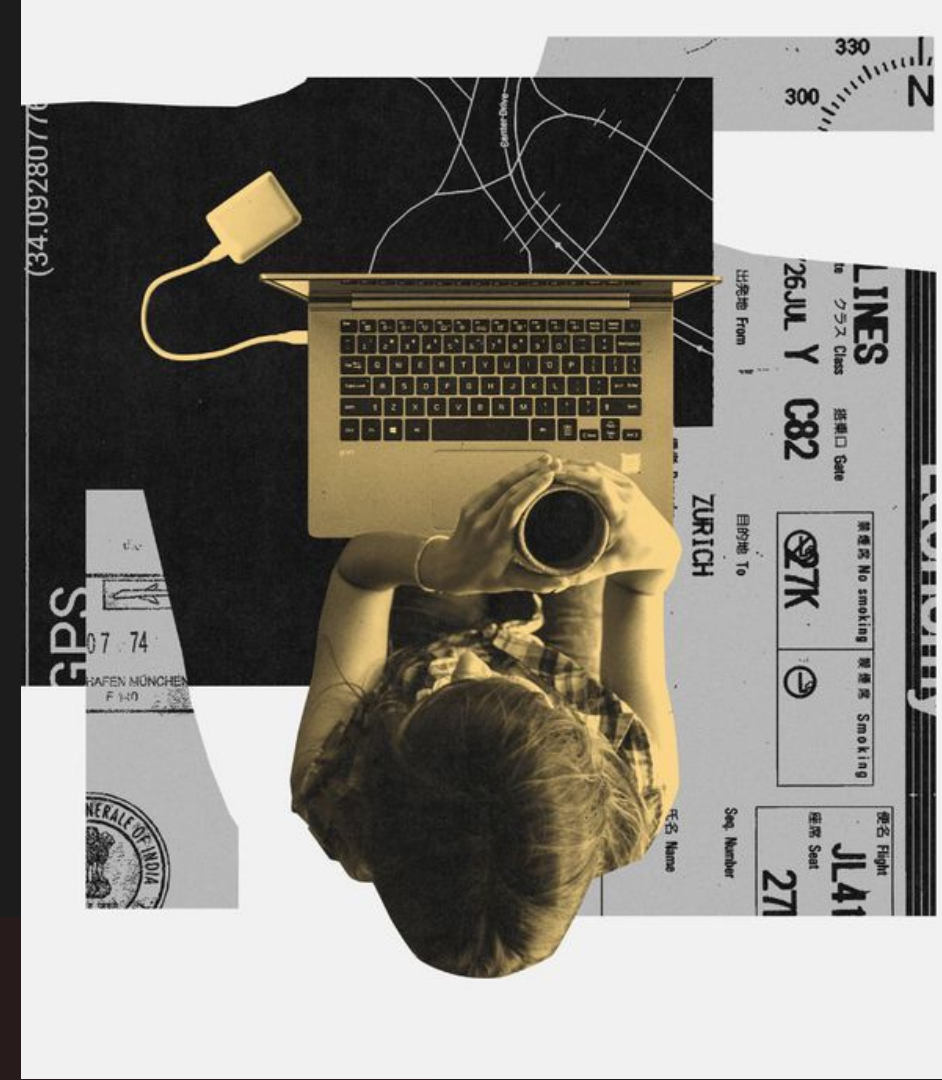


Kgaothelo K.

Project Portfolio

PROJECTS PORTFOLIO



@komanexm

Portfolio

iHub Africa - 2026 Intake Campaign

Content Strategy & Social Media Marketing:

My Role:

→ **Content Planner & Campaign Strategist**

→ **Work I Did and Tools Used:**

Developed B2B and B2C content strategies, audience-focused messaging, SMART goals, content calendars, and campaign direction for the 2026 intake campaign. Assisted with content planning, platform alignment, and strategic communication.

Tools used included Canva, HubSpot, Asana, and Meta Business Suite.

Objective:

To increase applications, strengthen audience engagement, and position iHub Africa as an accessible and valuable opportunity for aspiring digital professionals.

Result:

We successfully achieved more than 1200 applications through content curation using targeting tools, designing within the brand guidelines and creating relevant and targeted content to the desired audience.



@komanexm

Design Work iHub Africa - 2026 Intake Campaign

Objective:

To create visually engaging and audience-focused campaign content that increased awareness of the iHub Africa 2026 intake campaign, communicated the value of the programme clearly, and encouraged prospective students and young professionals to apply and engage with the brand across digital platforms.



WE WANT YOU!

Apply for our Free Digital Marketing & Web Development Programme

WHO CAN APPLY?

- 20–30 years old
- South African citizen
- No current employment
- Passion for digital or tech
- Able to attend full-time, in person (Johannesburg)

Applications are now open!
Apply Now: <https://intake.ihub.africa/apply04/>



Round 2 iHub

2026 APPLICATIONS NOW OPEN

- Hands-on learning
- Real projects & portfolio building
- Access to Pro Tools (SEMrush, Canva, HubSpot and more)
- Mentorship from industry experts
- A growth-driven community

Scan the code to apply!



MY iHub JOURNEY:

"iHub Africa isn't just a digital marketing programme; it's an opportunity to unlock your potential and meet your future self."

"hands-on practical experience.."

Equipping you with the adequate tools to ensure you reach your goals

New skills in just 3 months

Unlock your digital potential!

rating ★★★★★



@komanexm



Work I Did and Tools Used

- Planned and developed event marketing content, campaign messaging, speaker announcement content, engagement strategies, and social media rollout direction. Assisted with audience communication, brand positioning, and content ideation.
- Tools used included Canva, Meta Business Suite, and Asana.

Solution:

Developed intentional content focused on audience relatability, storytelling, professional positioning, and strategic event communication to encourage engagement and attendance.

Portfolio

The Leading Legacy Table

ABC Community Network (Pty) Ltd.
Social Media Strategist & Content Planner

Objective:

To position The Leading Legacy Table as a meaningful and engaging leadership and networking experience for young professionals while increasing audience awareness and event participation.

Result:

Created a cohesive and audience-focused digital campaign that strengthened the event's online presence and communication strategy.

@komanexm

Kgaothelo K. Moabi | Project of 2025 – 2026



Design Work

The Leading Legacy Table

ABC Community Network (Pty) Ltd.

Objective:

To create visually engaging and strategically aligned promotional content that strengthens brand identity, communicates the value of the event clearly, and encourages audience engagement and ticket conversion.



@komanexm

This section highlights strategic planning, digital performance analysis, and audience-focused marketing approaches developed across various projects and campaigns. It includes SEO strategies, digital channel and website performance summaries, traffic and website analytics, as well as structured content calendars designed to support intentional communication, audience engagement, and overall brand growth.

The work showcased within this section reflects a balance between creativity, research, and data-driven decision making, with a strong focus on understanding audience behaviour, improving digital visibility, and creating content strategies aligned with both brand objectives and platform performance insights.



Strategies Strategies I have compiled :

SEO STRATEGY – iHub Africa

Digital Channel & Website Performance Summary
– iHub Africa

Traffic & Website Analytics – iHub Africa

Content Calendar – iHub Africa

Portfolio

ABC Community Network (Pty) Ltd.

Brand & Marketing Support

Work I Did and Tools Used:

- Supported campaign communication, event marketing, community-focused content planning, and educational campaign messaging across multiple initiatives and programmes.
- Tools used included Canva, Meta Business Suite, and Asana.



Objective:

To strengthen audience engagement, improve communication consistency, and support community-driven initiatives through digital content.

Solution

Created audience-focused communication strategies and campaign content aligned with community engagement, education, and empowerment objectives.

Result

Supported the development of more structured and intentional communication across campaigns and digital platforms.

Kgaohelo K. Moabi | Project of 2025 – 2026



THANK YOU

Phone : +27 83 814 2695

Email : komanexm@icloud.com

@komanexm

