

SIMPHIWE MAKHOMBOTHI

Digital Marketing Expert | Business Development | Sales | Customer Service

South Africa | Gauteng

Business: Simphiwe Moonlight Digital Visibility

Founder & Director: PRO Contractor Network

PROFESSIONAL PROFILE

Dynamic and entrepreneurial **Digital Marketing and Business Development professional** with experience in digital marketing, sales, customer service, technical support and entrepreneurship.

Experienced in helping businesses improve their **online visibility, customer acquisition and digital presence** through Google Business Profile, Google Ads, Facebook, LinkedIn, TikTok and WhatsApp Business.

Hands-on founder and business operator with practical experience developing businesses, acquiring clients, creating marketing campaigns, researching opportunities and working with small businesses and emerging entrepreneurs.

KEY SKILLS

Digital Marketing • Business Development • Lead Generation • Sales & Customer Acquisition • Google Business Profile • Google Ads • Facebook Marketing • LinkedIn Marketing • TikTok Marketing • WhatsApp Business • Social Media Strategy • Customer Service • Technical Support • Entrepreneurship • Client Relationship Management • Business Research

PROFESSIONAL EXPERIENCE

FOUNDER & DIRECTOR

PRO CONTRACTOR NETWORK

2026 – Present | South Africa

- Founded and lead a contractor networking and business-development company connecting clients with professional contractors.
 - Develop marketing strategies to generate local construction and maintenance leads.
 - Manage the company's digital visibility across Google, Facebook, LinkedIn, TikTok and WhatsApp Business.
 - Develop professional business profiles, promotional content and quotations.
 - Research RFQs, procurement opportunities and potential business opportunities.
 - Conduct direct business outreach and client prospecting.
 - Develop strategies focused on generating sustainable local jobs and direct customers.
 - Work across construction, renovations, plumbing, electrical, painting, roofing, tiling, ceilings, carpentry, maintenance, security and related services.
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FOUNDER / DIGITAL MARKETING SPECIALIST

SIMPHIWE MOONLIGHT DIGITAL VISIBILITY

2026 – Present

- Provide digital marketing and online-visibility services to businesses and entrepreneurs.
 - Develop Facebook, LinkedIn and TikTok marketing strategies.
 - Optimise Google Business Profiles.
 - Develop Google Ads campaigns for lead generation.
 - Create WhatsApp Business marketing strategies and digital catalogues.
 - Develop promotional campaigns, business profiles and marketing materials.
 - Assist businesses with brand positioning and customer acquisition.
 - Conduct business prospecting and direct outreach.
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BUSINESS DEVELOPMENT & MARKETING

MOMENTS OF WELLNESS SKIN & BEAUTY

2026 – Present

- Support marketing and business development for a wellness and beauty product brand.
- Promote bath salts, body oils, body scrubs and herbs.
- Develop reseller and stockist opportunities.

- Work on product presentation, digital marketing and online visibility.
 - Develop promotional campaigns and customer-acquisition strategies.
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PREVIOUS EXPERIENCE

DIGITAL MARKETING EXPERT

WAKE UP DIGITAL

March 2005 – December 2005

Experience supporting digital marketing, online promotion, customer engagement, client communication and business visibility.

SALES REPRESENTATIVE

Experience in customer acquisition, prospecting, sales communication, product/service presentation, relationship management, negotiation and follow-up.

CUSTOMER SERVICE & TECHNICAL SUPPORT

Experience providing customer assistance, technical troubleshooting, problem-solving, complaint resolution, issue escalation and customer relationship management.

ESL / TEFL / ENGLISH TEACHING

Experience in English-language teaching and learner support, including communication, explanation, online teaching and lesson support.

SELECTED PROFESSIONAL ACHIEVEMENTS

- Founded and developed **PRO Contractor Network**.
 - Built **Simphiwe Moonlight Digital Visibility** as a digital marketing service brand.
 - Developed real-world digital marketing campaigns for businesses and entrepreneurs.
 - Worked on Google Business Profile optimisation and Google Ads campaigns.
 - Developed Facebook, LinkedIn, TikTok and WhatsApp Business strategies.
 - Conducted direct client prospecting and business outreach.
 - Developed local marketing strategies targeting Gauteng markets.
 - Developed business-development and reseller strategies for Moments of Wellness Skin & Beauty.
 - Gained hands-on experience with CIPC, CSD, CIDB, supplier registration, RFQs and procurement processes.
 - Developing “**The Real Cost of Building a Business**”, an entrepreneurship media concept focused on the practical realities of starting and growing a business.
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ENTREPRENEURIAL & BUSINESS PROJECTS

PRO Contractor Network — Founder & Director

Simphiwe Moonlight Digital Visibility — Founder / Digital Marketing Specialist

Moments of Wellness Skin & Beauty — Business Development & Marketing

True North Academy — Education & Tutoring Business Concept

PROFESSIONAL STRENGTHS

- Entrepreneurial and commercially minded
- Strong communication skills
- Creative marketing ability
- Customer-focused
- Strong problem-solving skills
- Self-motivated and independent
- Business-development focused

- Adaptable and resourceful
 - Persistent and results-oriented
 - Practical understanding of small-business challenges
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CAREER OBJECTIVE

To contribute my experience in **digital marketing, business development, sales, customer service and entrepreneurship** to an organisation where I can help grow customer acquisition, online visibility and business performance while continuing to develop professionally.

REFERENCES

Available on request