



LANGAZELWE HLATSHWAKO

Curriculum Vitae

CONTACT



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Matsapha, Eswatini

EDUCATION

Associate Degree in Information and Technology
Limkokwing University of Creative Technology
Eswatini | 2023

Eswatini General Certificate of Secondary Education (IGCSE)
Ezindwendweni High School | 2019

CORE COMPETENCIES

- Digital Marketing & Social Media Advertising
- Website Design & Development
- Search Engine Optimization (SEO)
- Campaign Strategy & Performance Tracking
- IT Support & Troubleshooting
- Client Relationship Management
- Branding & Content Creation
- Google Analytics & Meta Business Suite
- Entrepreneurship & Business Growth Consulting

TECHNICAL SKILLS

- HTML, CSS, JavaScript (Web Development)
- WordPress & cPanel Management
- SEO Tools (Google Search Console, SEMrush)
- Meta Business Suite / Facebook Ads Manager
- Google Analytics & Keyword Research
- Microsoft Office Suite, Canva & Corel Draw

REFERENCES

- **Mr. Melusi Magagula**
Former Marketing Manager – Swazi Host
+268 7695 6464

PROFESSIONAL SUMMARY

A highly motivated and creative Digital Marketing Specialist & IT Professional with an Associate Degree in Information and Technology from Limkokwing University of Creative Technology. Skilled in web development, SEO optimization, and social media advertising, with proven success in helping brands and individuals grow their online presence. Demonstrates strong technical ability, analytical thinking, and a passion for empowering others through digital transformation and entrepreneurship.

WORK EXPERIENCE

Digital Marketing Specialist (Self-Employed)

May 2025 – Present

- Plan, design, and execute Facebook and social media advertising campaigns to achieve client-specific marketing goals.
- Create engaging ad content, set clear objectives, and monitor campaign performance.
- Designed and optimized the website for Eswatini Climate Alliance, ensuring strong SEO visibility and ranking performance.
- Successfully marketed Careers Eswatini, a CV design and career services platform, achieving high sales growth and onboarding over 100 clients per month.
- Helped unemployed individuals start small businesses and provided digital marketing guidance for growth.
- Manage multiple digital accounts, ensuring all campaigns meet quality and performance standards.

IT Assistant / Web Developer – Swazi Host

January 2025 – April 2025

- Assisted in web development, hosting, and troubleshooting technical issues.
- Supported clients with email setups, domain configurations, and website maintenance.
- Collaborated with the marketing department to improve online visibility and customer engagement.
- Ensured consistent uptime and quality service for hosted websites.

ACHIEVEMENTS

- Successfully marketed and grew Careers Eswatini, reaching over 100 clients monthly.
- Designed and optimized the Eswatini Climate Alliance website for top search performance.
- Empowered young entrepreneurs through digital skills and business setup mentorship.