

CONTACT ME AT

Johannesburg, South Africa

info@mahaliabuchanan.com

www.mahaliabuchanan.com

@mahaliabuchanan

+27 76 634 4644

SKILLS SUMMARY

- Leadership
- Reliable
- Professional
- Time management
- Self starter
- Highly creative with problem solving skills

AWARDS RECEIVED

- Crown Awards-Best New comer 2015
- Sama nominee-Best DVD 2015
- AGMAA (UK)- Best television programme 2018

REFERENCES

Ralf Rolle
ralfr@dovetail.co.za +27825757242

Boniswa Mbambo
Boniswa@joyouscelebration.co.za

MAHALIA BUCHANAN

MARKETING MANAGER

PERSONAL PROFILE

Mahalia has over 20 years experience as a Marketing Manager, Sales, Brand strategist,TV host and TV producer. She has managed personnel, managed budgets, and drove brand expansion in different parts of the world.

Mahalia is a proven people leader who has consistently delivered some of the highest engagement scores in the business world. She is also passionate about personal and corporate accountability to communities. She continues to coach and mentor young Africans, especially women.

WORK EXPERIENCE

Dovetail Business Solutions

Marketing Manager | April 2021 - present

- Asset management- Assets with a revenue of R100m in 5 sectors (Health,Tech & Innovation, Mining)
- Pipeline Value creation-working on projections on expected sales.
- Utilising Excel and other collaboration tools
- Forecast Management
- CXO Engagement
- Presentations of powerpoint at C level
- Meetings with strategic partners (virtual and physical)
- Build rapport with key stakeholders
- Business Development
- Marketing & Sales

Hallyspace Records

CEO | July 2017-present

- Track and report sales metrics on a monthly basis.
- Perform thorough market research and competitive analysis to understand and effectively communicate product value proposition.
- Record labels,International music boards, Investors

Hallyspace Creations

CEO | January 2017 - present

- Drive Strategy to increase product visibility and market performance.
- Strategize content marketing initiatives, email marketing
- Manage and build brand presence.
- Currently we do Value creation for Hallyspace Records

Urban Brew : Television

Producer and Host | March 2016 - 2018

- Television host and Producer for Destiny – Lifestyle Show
- Driving viewership - Marketing and Advertising
- Marketing and sales - Online and in person marketing strategies.
- Coordinate and supervise all aspects of a production, from creative to administrative.

Achievements:

- 2017 won Best Show Award (Destiny) AGMAA Awards (UK)
- Over 300 000 viewership weekly

Joyous Celebration

Producer and Songwriter | January 2006- 2015

- Branding Intern (1 year)
- Content Producer
- Branding strategist
- Ensuring that corporate content strategy is properly implemented.
- Identified and quantified specific drivers in support of digital marketing strategies.
- Market Research
- Singing and songwriting in a 30 member's choir
- Travelled Internationally and locally.

EXAMPLES OF YEILD AND REACH









