



GRACE AMPARO MANDEVU

Digital Content & Marketing Professional

✉ gmandevu38@gmail.com

☎ +265 995 575 204

🌐 linkedin.com/in/gracemandevu

🌐 gracemandevu.com

PERSONAL PROFILE

Marketing professional with 7+ years' experience leading social media, content, broadcast media, brand marketing and campaign coordination. I help grow brand visibility, engagement, and achieve ROI through innovative digital campaigns, influencer partnerships, and regional activations. Skilled in managing multi-country teams, optimizing budgets, and aligning local campaigns with global brand objectives.

SKILLS

- Social Media Strategy & Campaign Management
- Digital Advertising (Google Ads, Meta Ads, LinkedIn Ads) & Market Research
- Influencer Partnerships & Ambassador Programs
- Content Creation & Multi-Channel Marketing
- Brand Management & Market Localization
- Team Leadership & Cross-Country Coordination

LANGUAGES

- 🇬🇧 English (Fluent)
- 🇸🇸 Chichewa (Native Speaker)
- 🇸🇸 Setswana (Native Speaker)

EDUCATION

2022-2025

MALAWI COLLEGE OF ACCOUNTANCY
Bachelor's Degree in Marketing & Public Relations
GPA: 3.7, Upper Second Class

2018 - 2020

UNIVERSITY OF MALAWI - THE POLYTECHNIC
Diploma in Journalism

WORK EXPERIENCE

SENIOR SOCIAL MEDIA & CONTENT MANAGER JUN -PRESENT
888AFRICA

- Lead social media and content strategies for 888AFRICA brands in Mozambique, Malawi, Zambia, Tanzania, and Angola.
- Manage multi-country content teams and partners
- Introduce & maintain influencer and ambassador partnerships, increasing engagement and reach across key markets.
- Monitor performance, competitor activity, research and produce monthly reports

MARKETING MANAGER JAN 2025 - JUN 2025
888AFRICA

- Directed marketing strategy and execution for 888bets Malawi in social media, Out-Of-Home Advertising, broadcast media and partnerships.
- Managed marketing budgets and agency relationships
- Developed local programs for Malawi's market audience to build community involvement, acquisitions and brand visibility.

MARKETING EXECUTIVE AUG 2024 - DEC 2024
Sycamore Consult Limited

- Oversaw digital marketing campaigns and social media accounts for consultancy services in Malawi and Zambia.
- Managed marketing budgets, reporting, and allocation to maximize cost-effectiveness.
- Conducted market research and financial analysis to inform strategies.

CERTIFICATIONS

YOUTH MENTAL HEALTH FIRST AID (USA)

Coordinated by the National Council for Community Behavioral Healthcare

- Certified to provide initial help to young people experiencing mental health challenges (depression, anxiety, psychosis, substance use).

REFEREES

Euan Strathearn

Head of Content, *888AFRICA*
(Contact details available upon request)

Clement Kwesi Phiri

Country Manager (Malawi), *888AFRICA*
(Contact details available upon request)

Nelson Dwight Mkwende

Chief Operations Officer, *Sycamore Consult*
(Contact details available upon request)

Alefa Kalamula Mahuka

Digital Marketing Manager, *O Squared Marketing Agency*
(Contact details available upon request)

WORK EXPERIENCE

DIGITAL MARKETING OFFICER *APR 2024 - AUG 2024*

O Squared Marketing Agency

- Created and managed content calendars, digital campaigns, and client reporting.
- Conducted competitor and market research to optimize strategies.
- Executed BTL/TTL/ATL activities for diverse client accounts

ASSISTANT VIP & AFFILIATE PROGRAMS MANAGER *DEC 2021 - APR 2024*

Premier Bet Malawi

- Managed VIP client campaigns, upselling/cross-selling promotions.
- Led affiliate recruitment and outreach, strengthening partnerships.
- Supervised affiliate teams to ensure strong campaign performance

TV HOST *MAY 2019 - SEP 2023*

Premier Loto Malawi

- Hosted live draws and interviews, ensuring professional presentation.
- Managed team schedules and validated draw processes.
- Engaged audiences through on-screen and social interactions