



Maledu Mabina

Graphic and Web Administrator

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EDUCATION

- Leading Edge Solutions**
Search Engine Optimization, Web Page, Digital/Multimedia & Info Resources Design
11/2018 – 12/2018
- CTU Training Solutions**
Adobe Certified Expert, Graphic Design & Web Design
01/2009 – 11/2009
- Makgoka Secondary School**
Grade 12
01/2003 – 11/2007

TOP SKILLS

- Marketing Graphic Design
- Web Server Management
- Project Management
- Web Administration & Operations
- Digital Marketing & Analytics
- Web Design
- Creative Design & Brand Identity
- Desktop Publishing (DTP) & Print Production
- Adobe Suite & CorelDRAW

References

- IQ Air Conditioners | Hr**
Kelebogile Mafora - 079 692 8172
- One Stop Office Furniture | Director**
Damon Kabb - 082 444 2100
- Statistics South Africa | Manager**
Percy - 079 510 5277

SUMMARY

Accomplished Graphic and Web Administrator with extensive experience in creating high-impact visual assets and managing robust digital infrastructures. Expert in blending creative design with technical SEO and web server management to enhance brand visibility. A detail-oriented professional committed to delivering seamless, secure, and performance-driven digital solutions.

EXPERIENCE

IQ Air Conditioners 06/2024 – Present
Graphic and Web Administrator Midrand

- **Design:** Create high-impact digital and print marketing materials, product brochures, and promotional assets for premium corporate HVAC and Air Curtain ranges.
- **Web Management:** Proactively maintain and update corporate website infrastructure, ensuring peak traffic performance, responsiveness, and data security.
- **SEO & Growth:** Execute targeted search engine optimization strategies to drive organic visibility and digital growth for innovative climate control solutions.
- **Branding:** Oversee and enforce corporate identity alignment across all public digital platforms and physical assets, including fleet vehicle branding and corporate signage.

Statistics South Africa 12/2021 – 05/2022
Field Operating Officer Pretoria

- **Target Mapping:** Utilised geographic maps and GIS data to accurately identify and allocate explicit Enumeration Areas (EAs) to field teams, establishing strict operational boundaries.
- **Master Frame Maintenance:** Managed and updated the master statistical listing of dwelling structures and sample units on the ground to secure a baseline of data integrity.
- **Resource Deployment:** Formulated comprehensive weekly operational plans to strategically deploy contract fieldworkers, quality monitors, and enumerators into diverse target communities.
- **Logistics & Fleet Management:** Coordinated large-scale field logistics, including vehicle fleet tracking, fuel allowances, travel logs, and the secure distribution of mobile data-collection devices.
- **Field Supervision & Quality Assurance:** Provided on-the-ground leadership for data collection teams, conducting real-time digital data checks to isolate anomalies early and enforce compliance with strict Stats SA statistical standards.
- **Financial Compliance:** Administered localized operational budgets and verified travel claims in strict accordance with the Public Finance Management Act (PFMA).

One Stop Office Furniture 04/2012 – 11/2021
Graphic and Web Administrator Johannesburg

- Designed polished web layouts and corporate typography strictly adhering to internal brand guidelines.
- Analyzed and enhanced web server performance metrics to troubleshoot and resolve infrastructure inefficiencies and system faults.
- Maintained robust corporate security protocols through a routine schedule of system backups and core software upgrades.
- Developed highly functional visual layouts that translated complex marketing messages into effective client-facing media.

Jetline Print on Demand 03/2011 – 04/2012
Graphic Designer / DTP Operator Johannesburg Metropolitan Area

- Executed detailed design briefs to produce flawless, multi-page layout publications under fast-paced commercial print deadlines.
- Created cohesive startup branding solutions for corporate clients, including original logos, stationery, letterheads, and banners.
- Managed the end-to-end production pipeline of graphics, including image editing, color correction, pre-flight checks, and web formatting (PNG/JPG).
- Utilized Adobe Suite and CorelDRAW to synthesize complex data into readable diagrams, technical charts, and tables.