



THIRUSHA MOODLEY

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PROFESSIONAL SUMMARY

Strategic and creative Marketing & Communications Professional with 10+ years of experience driving impactful brand strategies, high-visibility campaigns, and stakeholder engagement within the automotive sector. Adept in cross-functional leadership, agency collaboration, and integrated marketing across B2B and B2C channels. Proven track record of managing complex marketing initiatives from concept to execution, delivering measurable results in brand positioning, customer loyalty, and communications strategy.

PROFESSIONAL EXPERIENCE

Daimler Truck Southern Africa Ltd

Marketing Communication Specialist – Mercedes-Benz Trucks, Buses, FUSO

Aug 2020 – Present

- Led development and execution of integrated marketing strategies for three flagship brands.
- Oversaw full-cycle campaign planning, content creation, and channel distribution, ensuring brand consistency.
- Directed agencies (creative, digital, PR, media) to align execution with strategic goals.
- Managed multimillion-rand budgets and optimized marketing ROI through proactive tracking and adjustments.
- Coordinated executive-level events including international incentives and national dealer conferences.
- Strengthened internal communications and alignment through collaborative projects with sales and service teams.

Mercedes-Benz South Africa

Marketing & Communications Specialist – FUSO Trucks

Nov 2016 – Jul 2020

- Rebranded and repositioned FUSO in the South African market, driving increased brand recognition.

- Spearheaded 360° campaign strategies including media planning, content development, and B2B engagement.
- Managed brand event rollouts, dealer activations, and media campaigns across digital and traditional platforms.
- Controlled budget planning, reporting, and agency retainer tracking.
- Built strong relationships with key stakeholders, improving cross-departmental communication.

Mercedes-Benz South Africa

Campaign Analyst Support

Jul 2010 – Oct 2016

- Managed CRM-driven campaigns using customer data to improve engagement and retention.
- Analyzed campaign performance, supported event logistics, and managed branded communications.
- Oversaw the customer magazine production and sponsorship initiatives.

Mercedes-Benz South Africa

Dealer Standards Administrator

Oct 2007 – Jun 2010

- Ensured compliance across the national dealer network through contract management and audits.
- Supported dealer events and maintained legal documentation accuracy.
- Acted as liaison between internal teams and external partners to uphold corporate standards.

EDUCATION

BCom Honours – Business Management

University of South Africa (UNISA), 2011

BCom – Marketing Management

University of Pretoria, 2002–2005

CORE COMPETENCIES

- Strategic Marketing & Communications

- Brand Positioning & Identity
 - Integrated Campaign Management
 - Event & Project Leadership
 - Agency & Vendor Collaboration
 - Stakeholder & Executive Engagement
 - Budgeting & Financial Oversight
 - CRM, Loyalty & Customer Experience
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LANGUAGES

English – Advanced (spoken, written, reading)

REFERENCES

Available upon request.