



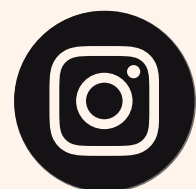
# AZANDE MADLALA

I am a fashion model and Influencer with years of experience in working with big brands and companies. I am strong, creative and fun. I have great communication skills as well as people skills. I enjoy challenging myself, learning new skills, and I am good at working in a team.



**535.2K**

FOLLOWERS  
@azandem



**119K**

FOLLOWERS  
@azandemadlala





# ABOUT ME

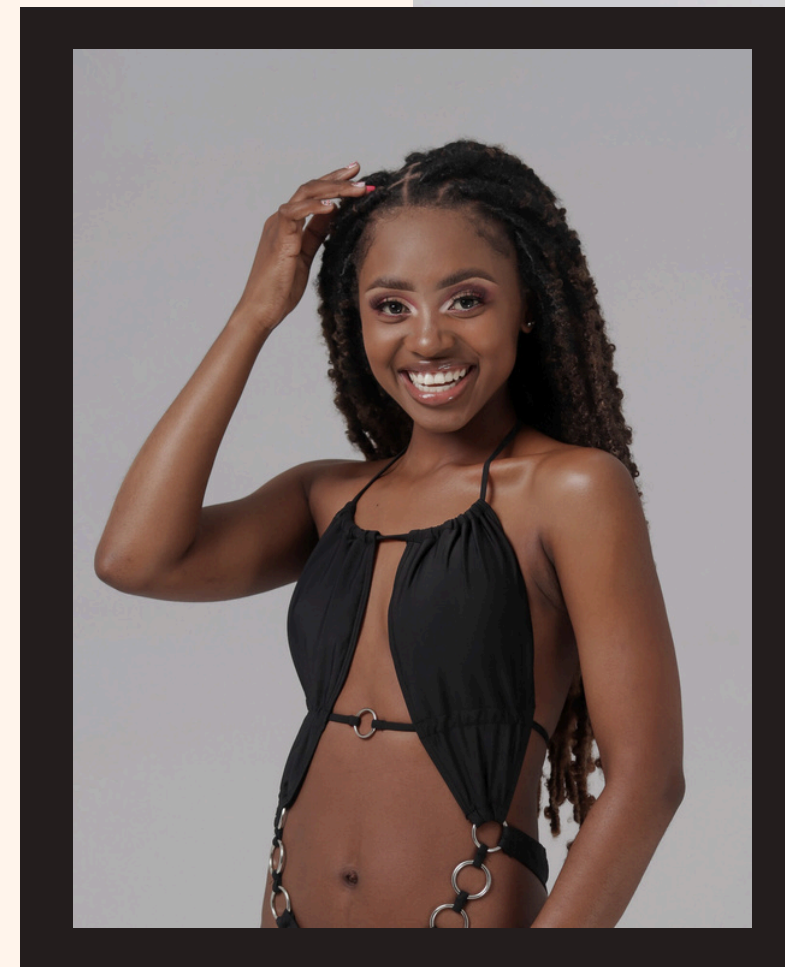
I am a Zulu girl from KZN who is passionate about fashion and modelling, which eventually led to me becoming an influencer. Being an influencer is very challenging, but it has allowed me to be more creative, fun, and also improve my social and communication skills.





# HOPES AND DREAMS

The influencer world is vast, it consistently demands you to deliver quality content consistently. My content is focused on inspiring the aspirations of South African black women – young & old. My attention and priority lies between beauty & fashion while paying attention to mental health, body positivity and the underprivilege.





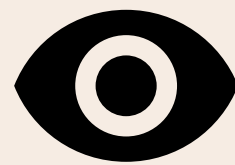
Using my knowledge and experience, I will analyse engagement data, identify trends in customer interactions, as well as plan & build digital campaigns. I believe these solutions will assist your business in reaching the next level.



# VALUE PROPOSITION



# TIKTOK ANALYTICS



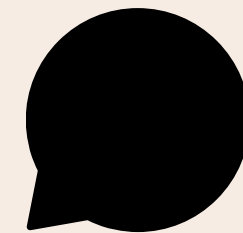
**3M**  
Video Views



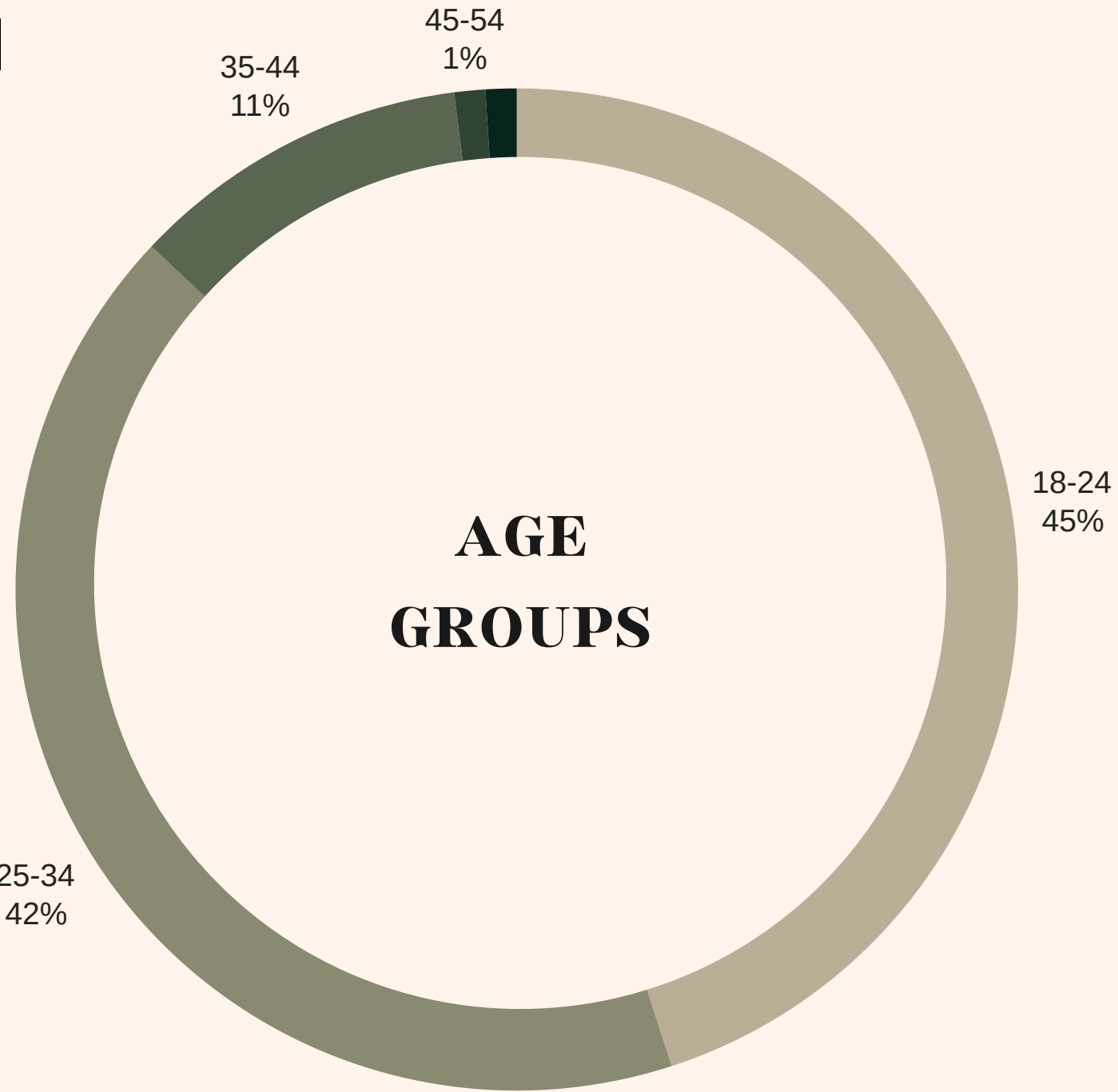
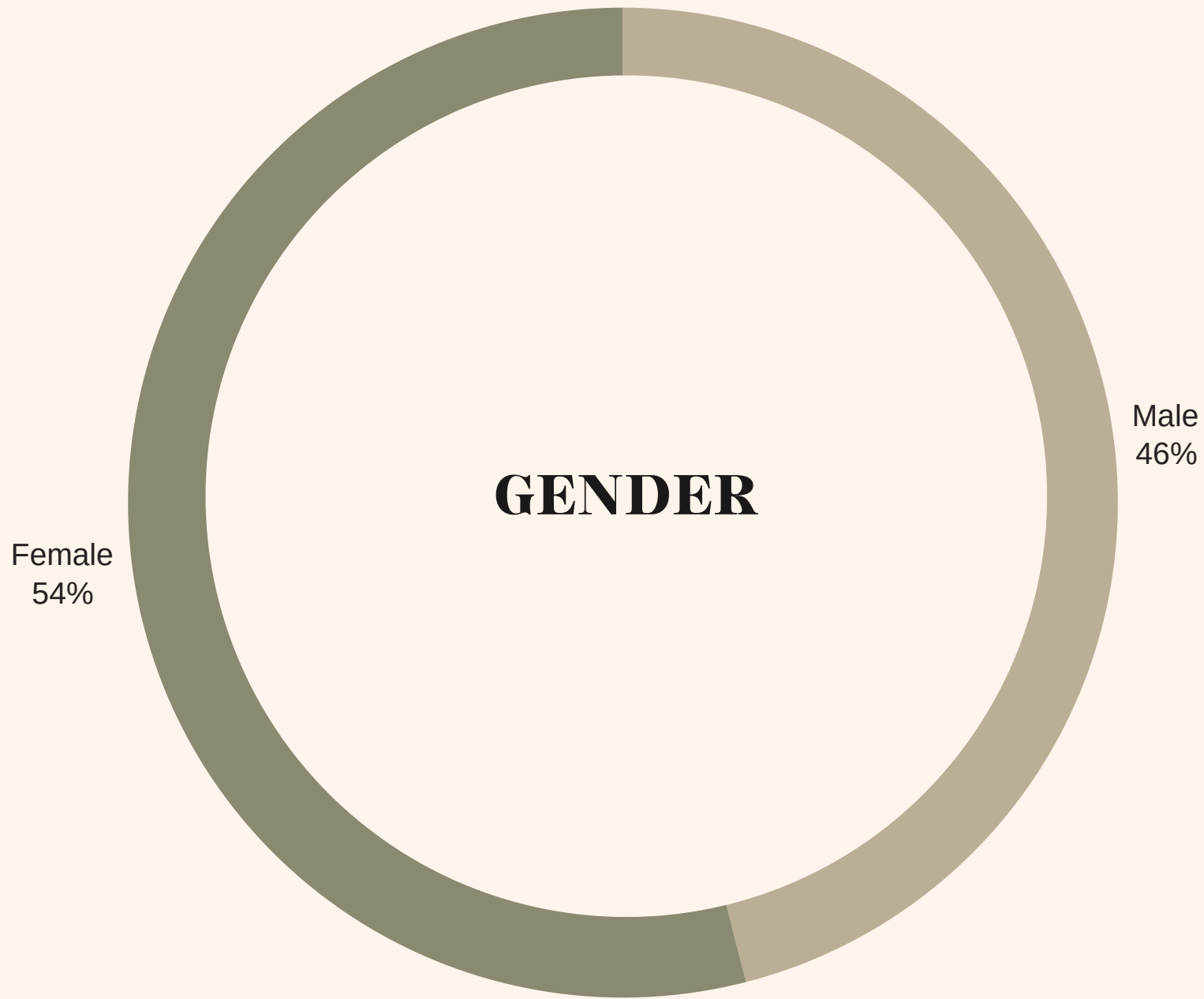
**79K**  
Profile Views



**502K**  
Likes

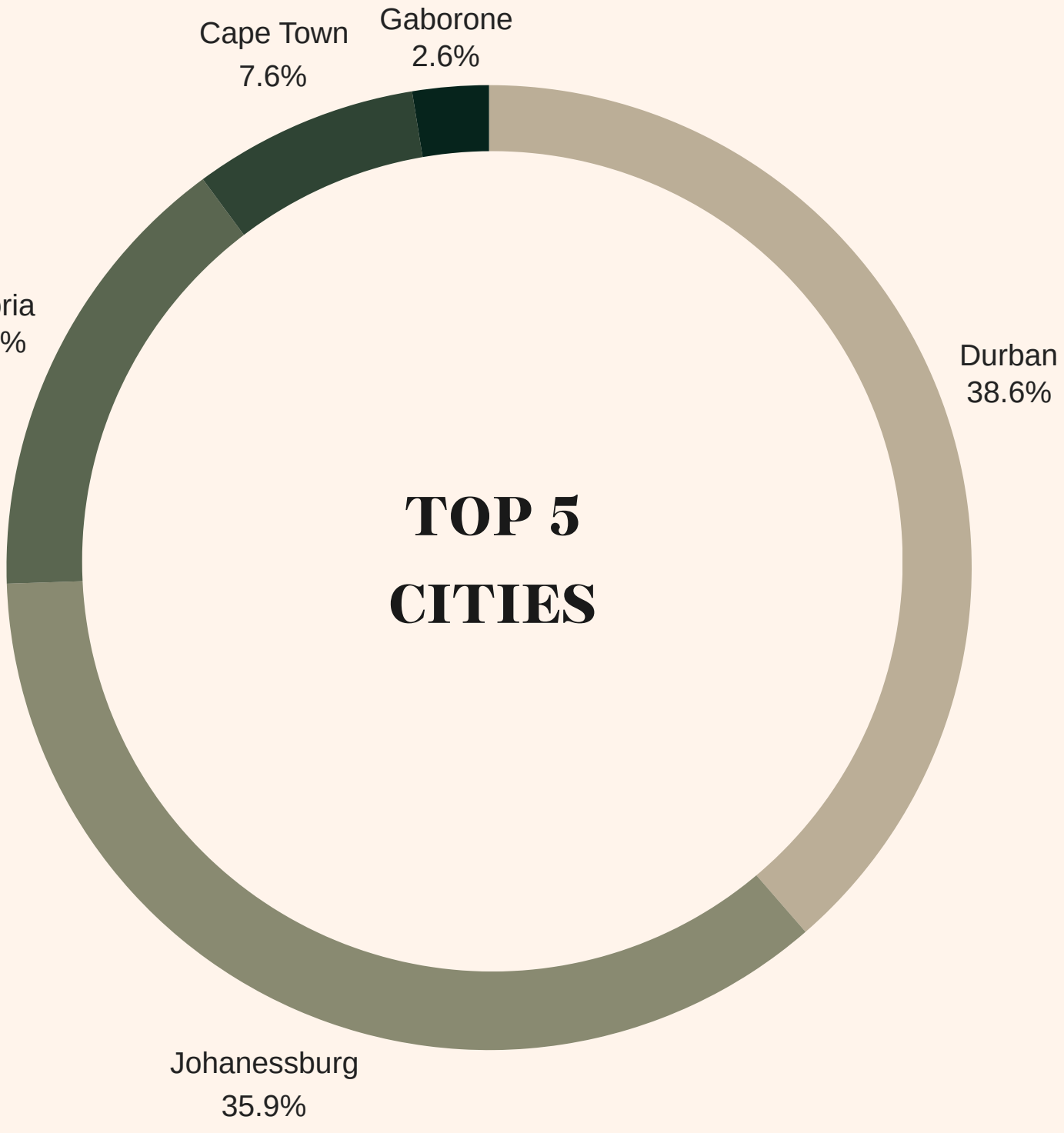


**5 369**  
Comments



● MALE    ● FEMALE

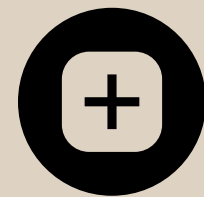
● 18-24    ● 25-34  
● 35-44    ● 45-54  
● 55+



- SOUTH AFRICA 95%
- BOTSWANA 2%
- ESWATINI 1%
- ZIMBABWE 1%
- NAMIBIA 1%

- DURBAN
- JOHANNESBURG
- PRETORIA
- CAPE TOWN
- GABORONE

# INSTAGRAM ANALYTICS

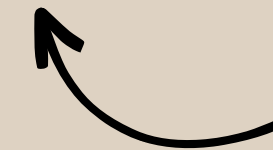


**37 466**

**POST  
INTERACTIONS**

Likes	23 318
Comments	119
Saves	683

**50 723 CONTENT  
INTERACTIONS**



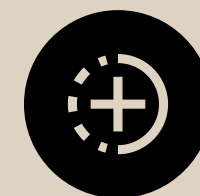
**44.1% E.R**



**12 717**

**REEL  
INTERACTIONS**

Likes	12 717
Comments	214
Saves	244
Shares	42



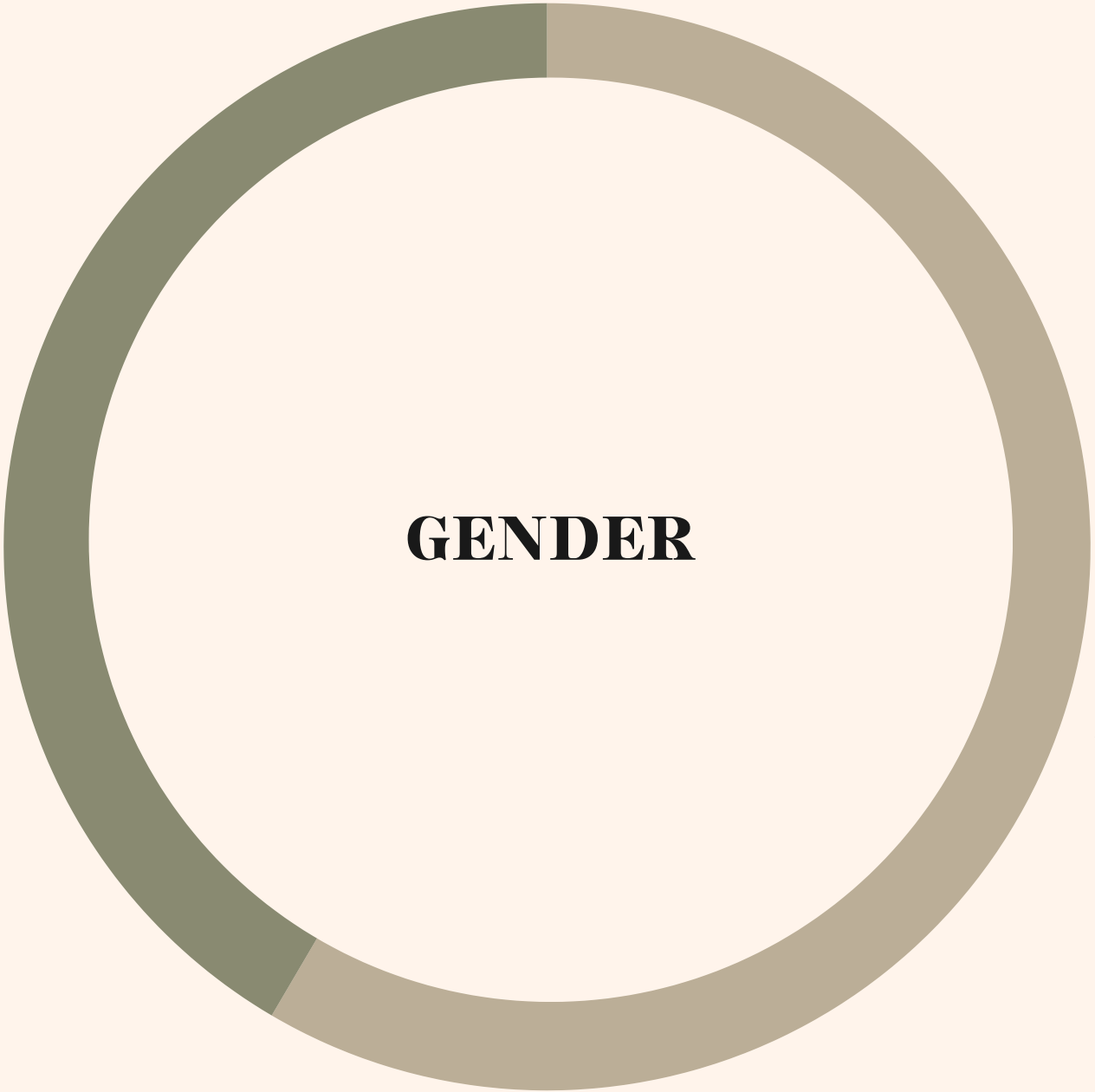
**540**

**STORY  
INTERACTIONS**

Replies	534
Shares	6



Female  
41.5%



Male  
58.5%



MALE



FEMALE



18-24



25-34



35-44



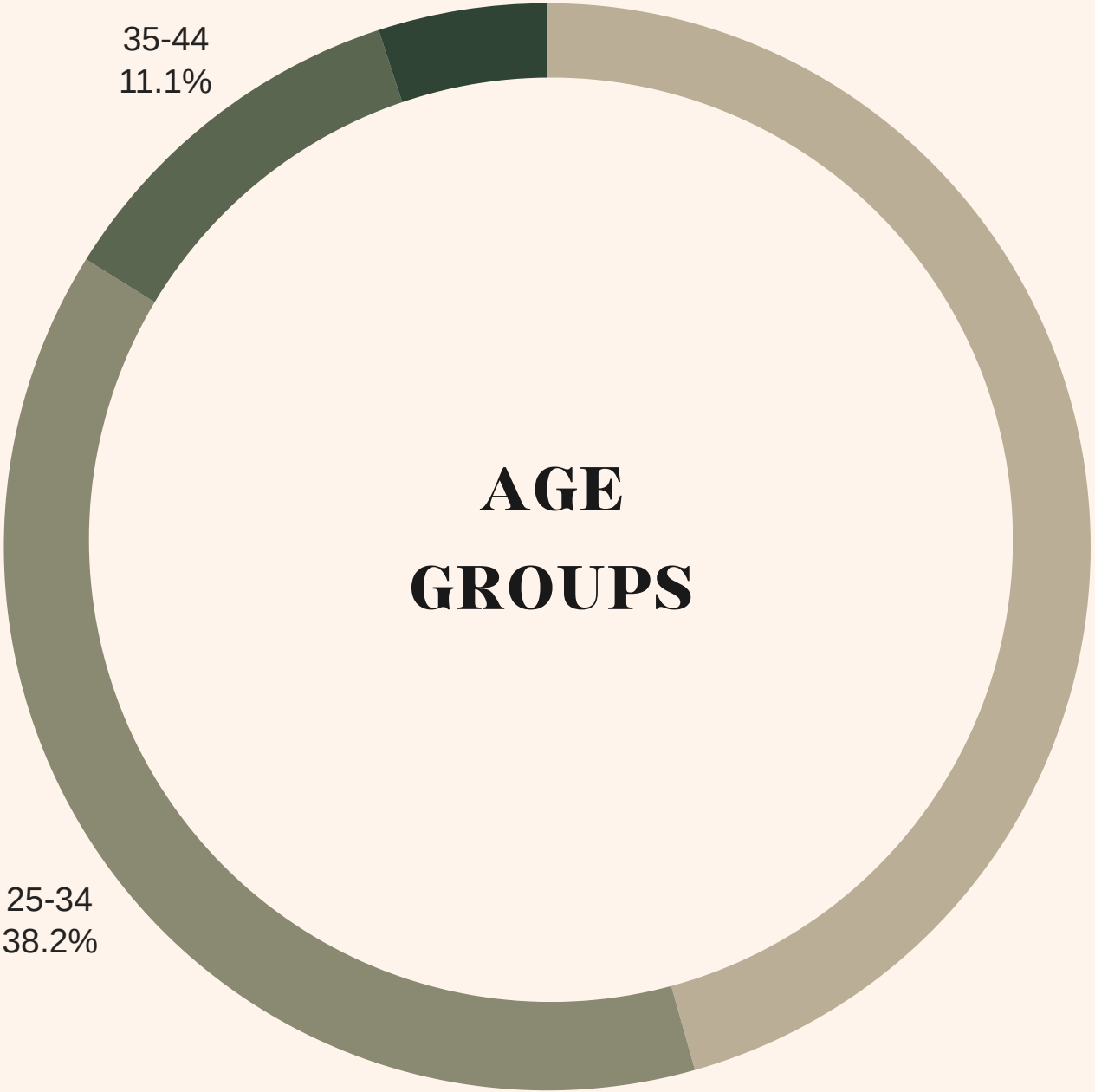
13-17

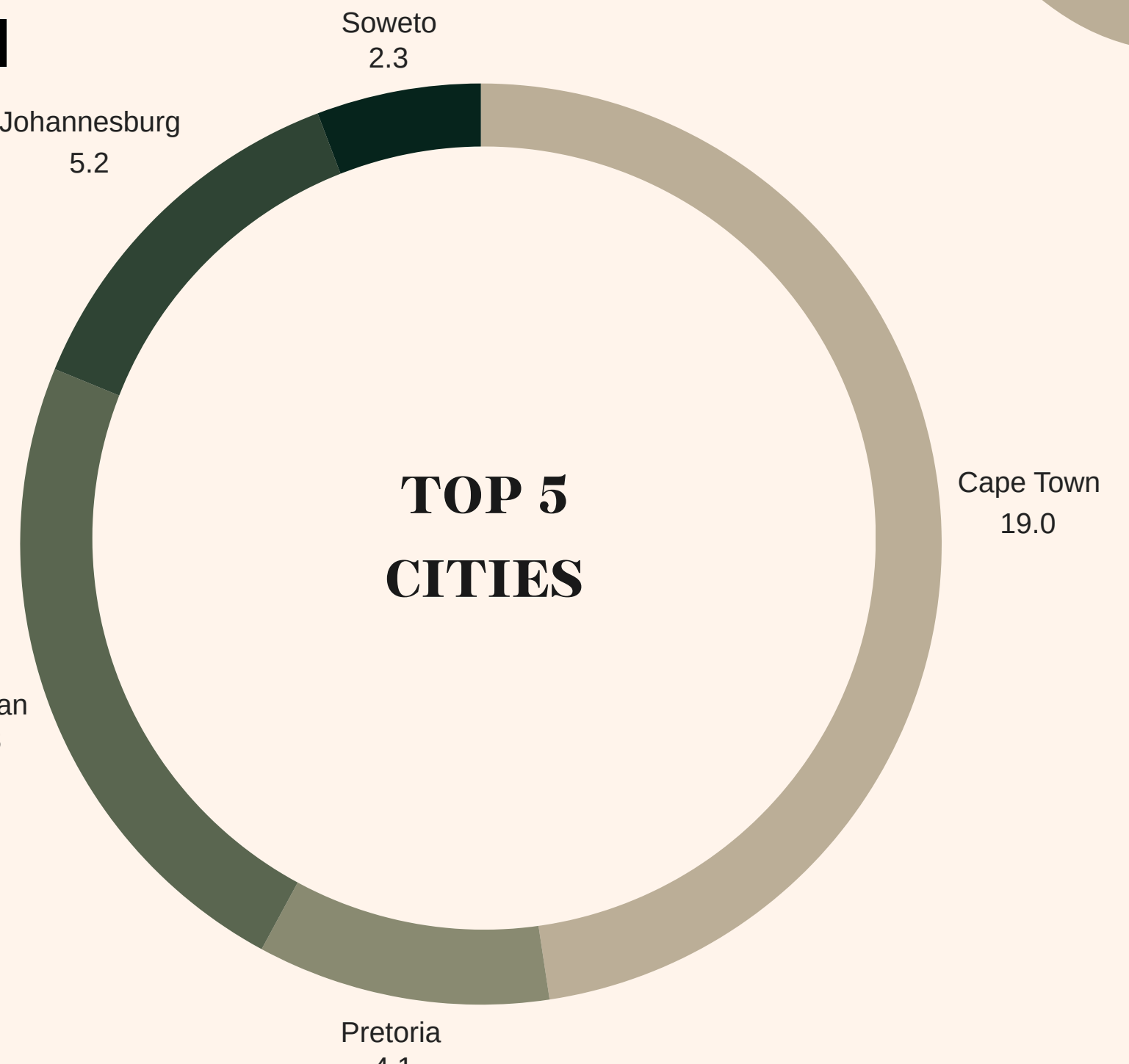
13-17  
5%

35-44  
11.1%

25-34  
38.2%

18-24  
45.6%





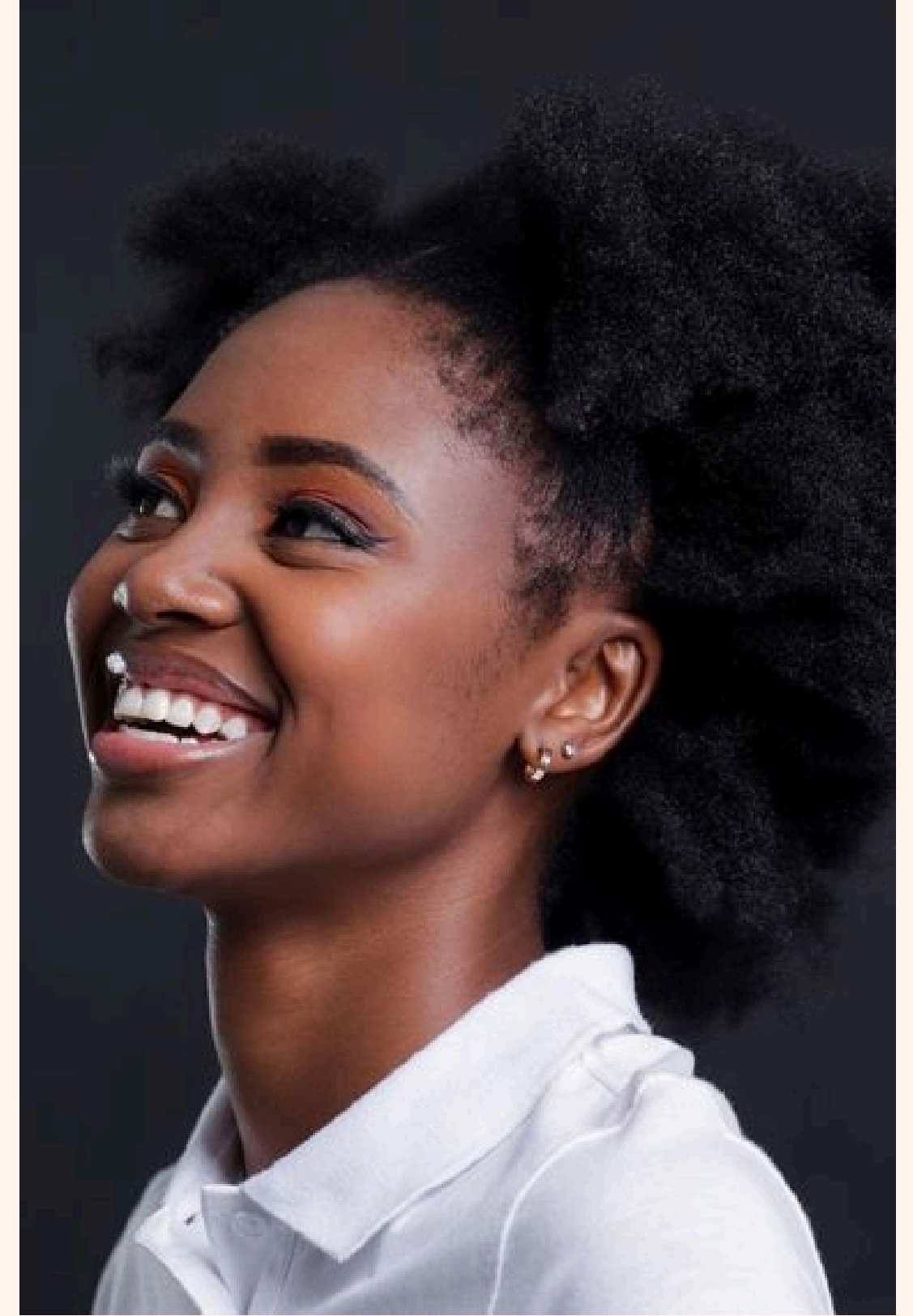
- SOUTH AFRICA 72.4%
- ZIMBABWE 1.7%
- TANZANIA 1.9%
- NAMIBIA 1.7%
- NIGERIA 4.1%

- CAPE TOWN
- DURBAN
- SOWETO
- PRETORIA
- JOHANNESBURG



# MY PORTFOLIO





# INDLOVUKAZI YAKWAZULU







# A GOLDEN STATE OF MIND



# BRANDS



**VODACOM**  
2023



**SUZUKI**  
2023



**RADISSON HOTEL**  
2023



**UNILEVER**  
1 Aug 2022 - 31 March 2023



**KRISPY KREME**  
25 November 2022



**AVON**  
20 July 2022



**TRESEMÉ**  
19 October 2022



**XPRESSO**

1 August 2022



**WHITELYNEL GIN**

18 November 2022



**JAM CLOTHING**

17 July 2022



**FASHION FUSION**

25 November 2022



**BERNINI**

17 September 2022



**TOM TOM**

11 August 2022



**BRAMLEY**

1 December 2021




**ARIANA GRANDE FRAGRANCES**

23 December 2022





# CONTACT ME

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South Africa

