

## **BONGANI GOSA**

*DIGITAL MARKETING EXPERT. THOUGHT LEADER. SPEAKER.*

Bongani Gosa is the Founder and Creative Director of Breeze Website Designers (BWD), a full service digital marketing agency that was established in 2006.

Under Gosa's leadership, BWD has shown extraordinary growth for a business of its size. He believes that this is because at BWD, every digital communication intervention is focused on creating optimal impact at minimum cost - and maximum ROI.

Some of BWD's achievements include a listing in SA Digital Landscape, being featured in a major publication like Financial Mail, landing blue chip clients including a conglomerate like T-Systems and Wits and creating award-winning work that resulted in UJ scooping up a MACE award.

Bongani believes that the knowledge torch you pass on - is the legacy you leave behind. For this reason he is passionate about sharing his experiences with other entrepreneurs and sharing insights with businesses.

As a result, a number of his opinion pieces have been published and he has been a speaker at numerous events. The latest was the Marketing Your School in the 21st Century 2015 Conference where he shared the stage with gurus like Arthur Goldstuck and spoke about the exciting topic of: "Anatomy of Great Website Design That Google loves".

### **Qualifications.**

Basic Business Skills (2001: Wits Technikon)

Information Technology Diploma (2002 – 2004: University of Johannesburg)

Bookkeeping Certificate (2006: University of Johannesburg)

Certificate in Advanced Project Management (CAPM) (2008: Damelin)

Bachelor of Technology - Information Technology Degree (2012 – 2013: University of Johannesburg)

### **Broadcast exposure.**

Business Day TV - Part 1

<http://www.businessdaytv.co.za/shows/bigsmallbusinessshow/2015/05/18/the-big-small-business-show-part-1>

Business Day TV - Part 2

<http://www.businessdaytv.co.za/shows/bigsmallbusinessshow/2015/05/18/the-big-small-business-show-part-2>

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Business Day TV - Part 2

<http://www.businessdaytv.co.za/shows/bigsmallbusinessshow/2015/05/18/the-big-small-business-show-part-2>

### **Media features.**

Financial Mail: From dung to design

<http://www.financialmail.co.za/fmfox/2015/06/11/profile-from-dung-to-design>

Media Update: Why every modern business should have a firm grasp on content marketing

<http://www.mediaupdate.co.za/News/Article/78520/Why-every-modern-business-should-have-a-firm-grasp-on-content-marketing>

iabsa.net: BWD cracks the code on how to stand out from the crowd

<http://iabsa.net/news/bwd-cracks-the-code-on-how-to-stand-out-from-the-crowd/>

SA Creative Network: Chat with the creative director of BWD

<http://sacreativenetwork.co.za/2014/12/chat-with-the-creative-director-of-bwd-on-creativity/>

Marketing Update: BWD add to their range of services

<http://www.mediaupdate.co.za/News/Article/65677/Breeze-Website-Designers-add-to-their-range-of-services>

Nedbank SimplyBiz: Small business week feature

<http://simplybiz.co.za/resource-center/network/blog%252Cdocument/small-business-week-breeze-website-designers>

Ekasi Entrepreneurs: Founder of Breeze Website Design

<http://ekasientrepreneurs.co.za/founder-of-breeze-website-design-bongani-gosa/>

### **Socio-economic development.**

*Internship programme...*

In July 2015, BWD launched its internship programme that saw five students from different schools gain their very first taste of an actual business environment. This initiative will now be rolled out every year.

*Each One Teach One mentorship programme...*

BWD is also rolling out a new business mentorship programme (NPO) in 2016 named "Each One Teach One" that that will offer mentorship to small business owners by those who are more seasoned and streetwise in business due to experience. The idea was inspired by Bongani's own struggles to establish himself as an entrepreneur for going on ten years.