

# CREATIVE PROFILE

We ignite your business's potential with innovative digital solutions, fostering a journey of rebirth and sustained growth.

With us, you don't just adapt—you thrive and lead.



**LESEDI**  
AGENCY INNOVATIONS

Guiding Light for Creative Solutions,  
igniting rebirth and growth





We're more than just a service provider  
 – we're your **guiding light for creative solutions**,  
 here to help you stand out in a crowded digital world.

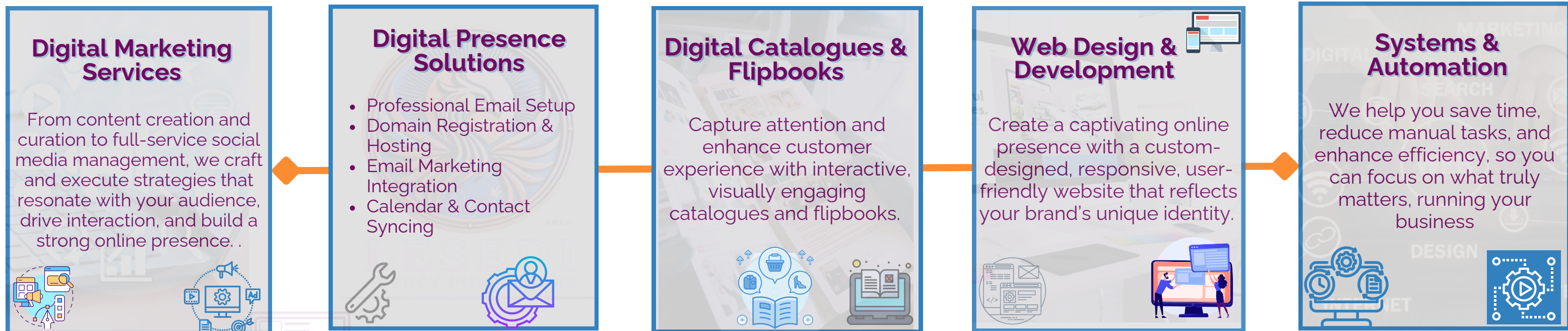


**LESEDI**  
 AGENCY INNOVATIONS

## Your One-Stop Digital Partner – Igniting Rebirth and Growth for Your Business

At Lesedi Agency Innovations, we don't only craft seamless, dynamic websites and applications – we build the foundation for your digital success. With integrated marketing strategies, we ensure your product doesn't just launch but thrives. From web design and social media to email setup and AI workshops, we're your guiding light for creative solutions.

Each service is designed to empower your business to grow, attract customers, and streamline operations.



Let's take your business to the next level

📞 060 529 9925

✉️ hello@lesedi.agency

🌐 www.lesedi.agency



“**Your online reputation is your business first impression make it count.**”

### Boost Your Business: Practical AI & Social Media Strategies

Our monthly masterclass is designed to give business owners hands-on AI and social media strategies to fuel growth.

Perfect for small business owners ready to streamline, connect with customers, and harness digital tools effectively.

**Join us every 4th Friday at 18:30!**

<https://academy.queenlesedi.com/>



### Project Overview

Migrated and redeveloped the website for SoWaSys GmbH, transitioning from WordPress on Strato to a custom-built platform. Delivered a modern, responsive, and scalable website to enhance user experience and performance.

### Scope of Work

- Migrated website and configured DNS with minimal downtime.
- Designed and developed a custom, fully responsive website using modern web technologies.
- Enhanced site speed, performance, and SEO.

### Challenges and Solutions

- Challenge: Ensuring seamless DNS and SSL setup.
  - Solution: Careful planning and integration with Vercel.
- Challenge: Maintaining brand consistency during the redesign.
  - Solution: Collaborated closely with the client to reflect their vision.

### Key Deliverables

- Custom website hosted on Vercel with SSL.
- Improved structure, navigation, and responsiveness.
- Enhanced online visibility and user engagement.

### Results

- Faster load times and improved user experience.
- Scalable platform supporting future growth.

### Tools Used

HTML, CSS, JavaScript, Vercel, SEO tools.

### Client Feedback

"The new website perfectly captures our brand and offers a fantastic user experience." — Client

Website Link: <https://sowasys.de/>



# Divine Health Recovery – Advertorial Design

Enhancing Wellness Through Design

# Portfolio

## Project Overview:

For Divine Health Recovery, I designed a professional and engaging quarter-page advertorial for magazine publication. The goal was to effectively highlight the company's mobile therapy services for corporate wellness days, team-building events, and more. This advertorial emphasizes convenience, non-invasive techniques, and tailored solutions for workplace stress relief.

## Client Requirements:

- A high-quality, print-ready design for a quarter-page in a magazine.
- Clear, concise messaging to attract both corporate employers and employees.
- Versatility for both print and digital use.

## Deliverables:

- PDF Print File (300 DPI): Optimized for magazine printing with crop marks and bleed.
- High-Resolution PNG: Suitable for digital magazine publication and online promotions.

## Outcome:

The final design met the client's needs for a visually appealing and informative advertorial. The client was delighted with the result and praised the design for its clarity and professionalism, leaving a positive review.

## Key Skills Utilized:

- Graphic design using Canva
- Content creation and layout design
- High-resolution export and file optimization



## BOOST EMPLOYEE PRODUCTIVITY IN 15 MINUTES

### Are burnout and fatigue affecting productivity?

Keeping employees energised and productive is a challenge. Our mobile therapy sessions with compression and massage gun therapy offer a quick, on-site solution to recharge your employees in 15 minutes.






Elevate your workplace, from wellness days to sports events with our tailored therapy sessions that ease pain and revive focus, empowering your employees to perform at their peak.

### Why Choose Us?

- Convenient – We come to you
- Non-invasive – Employees stay fully clothed
- Instant relief – Immediate effects for lasting productivity

Ready to boost employee wellness?

Contact us to schedule a session and watch your employees thrive.

 [info@divinehealthrecovery.co.za](mailto:info@divinehealthrecovery.co.za)  
 [www.divinehealthrecovery.co.za](http://www.divinehealthrecovery.co.za)  
 072 216 0760



Scan to Book Now





# Borcelle E-Commerce Store

# Portfolio

Client: Borcelle Store  
Industry: Child Sensory & Furniture

### Project Overview:

Borcelle Store is an online store specializing in sensory kits and furniture for children. The platform offers a seamless shopping experience, allowing customers to browse products, add items to their cart, and securely complete purchases using Paystack.

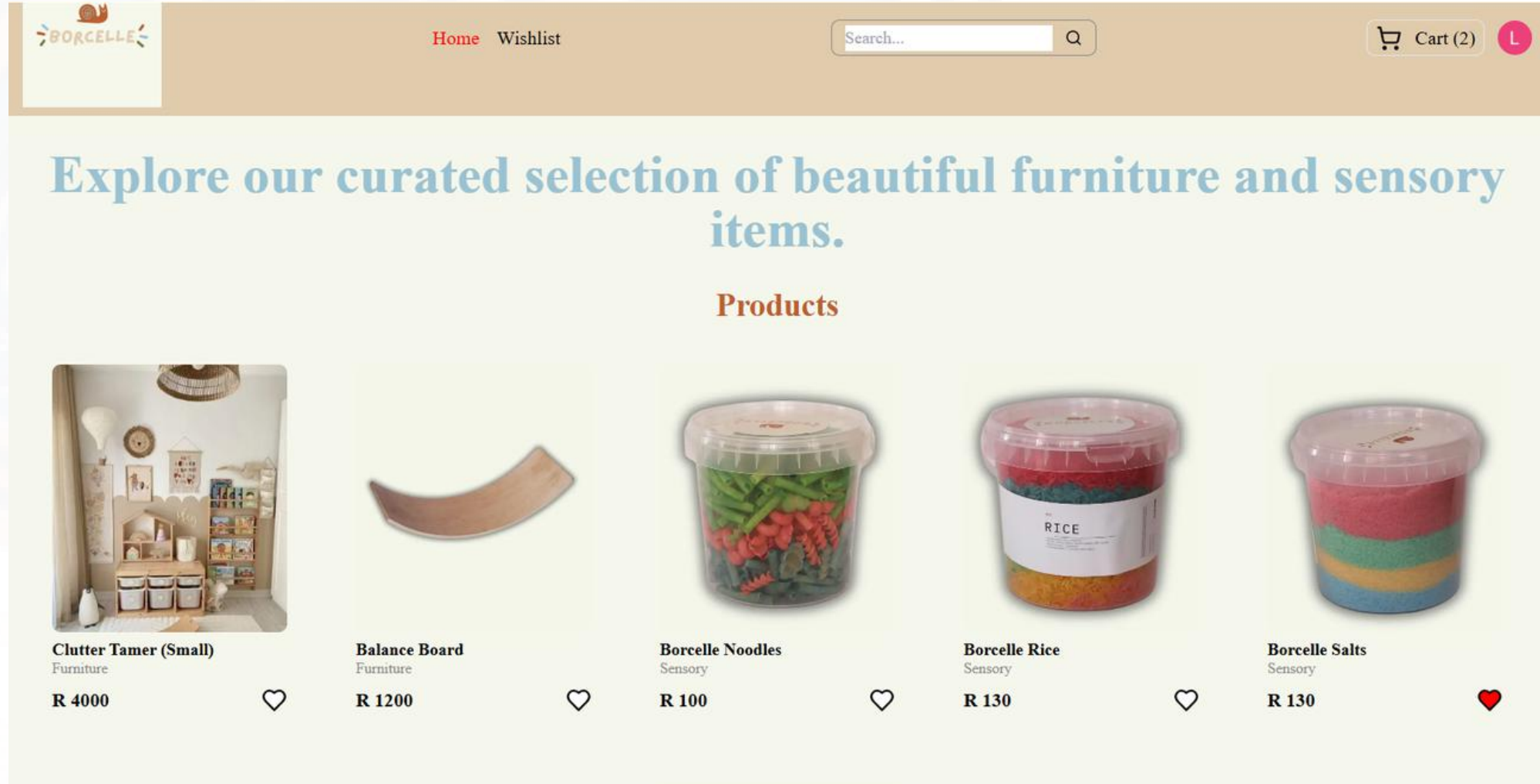
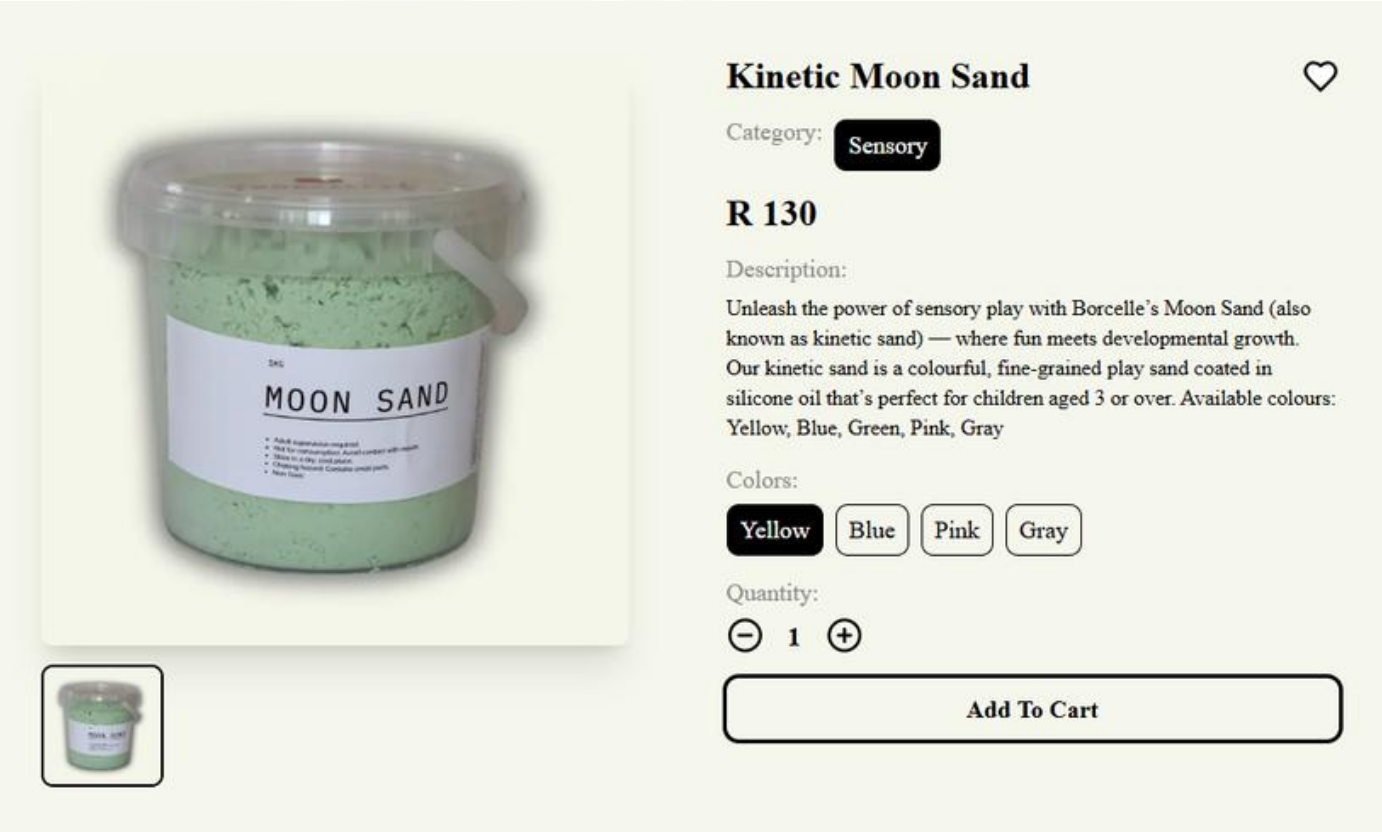
### Features Implemented:

- Modern UI/UX – Clean, minimalistic design for easy navigation
- Product Categories – Separate sections for sensory kits and furniture
- Secure Checkout – Payment integration with Paystack
- Delivery Fee Logic – Dynamic fees based on product type and location
- Order Tracking – Customers can track their order status
- Wishlist Feature – Users can save products for later
- Responsive Design – Optimized for mobile and desktop

### Technologies Used:

- Next.js – Frontend Framework
- MongoDB – Database
- Cloudinary – Image Hosting
- state – state management
- Tailwind CSS – Styling

Website Link: <https://borcellestore.online/>



# Borcelle Admin Dashboard

Client: Borcelle Store  
Industry: E-commerce

### Project Overview:

The admin panel enables the Borcelle team to manage products, process orders, and oversee customers effortlessly. Designed for ease of use, the dashboard ensures efficient business operations.

### Features Implemented:

- Product Management – Add, edit, and delete products
- Order Management – View, update, and track customer orders
- Delivery Fee Handling – Automatic calculations based on products
- Customer Management – Track registered customers and their purchase history
- Inventory Tracking – Ensuring stock availability
- Analytics & Reporting – View total sales and order trends

### Technologies Used:

- Next.js – Frontend Framework
- MongoDB – Database
- Cloudinary – Image Hosting
- state – state management
- Tailwind CSS – Styling

 Website Link: (Private Access Only)

# Portfolio

### Customer Details

Customer ID: [REDACTED]  
Name: Queen Lesedi Masina  
Email: info@queenlesedi.com  
Total Lifetime Value: ZAR 15685.00  
Created At: 1/7/2025  
Updated At: 1/7/2025

### Orders

Search...

Order ID	Products	Total (ZAR)	Created At
677d8e92a34385d2d81e0726	Unknown Product x 1	4050	1/7/2025
678d1b3d1b75348feb88ddce	Borcelle Noodles x 1	200	1/19/2025
678d1ed81b75348feb88de1d	Unknown Product x 1	4000	1/19/2025
678d4ccc33287a7cace77654	Borcelle Rice x 1	230	1/19/2025

### Dashboard

**Total Revenue** ₺  
ZAR 121730.500000000001

**Total Orders** 📦  
36

**Total Customer** 👤  
4

#### Sales Chart (ZAR)

Month	Sales (ZAR)
Jan	4050
Feb	200
Mar	4000
Apr	230
May	0
Jun	0
Jul	0
Aug	0
Sep	0
Oct	0
Nov	230
Dec	80000

- Dashboard
- Collections
- Products
- Orders
- Customers
- Edit Profile



“

**Your online  
reputation is your  
business's first  
impression. Make it  
count.**

”

# Social Media Management & Analytics

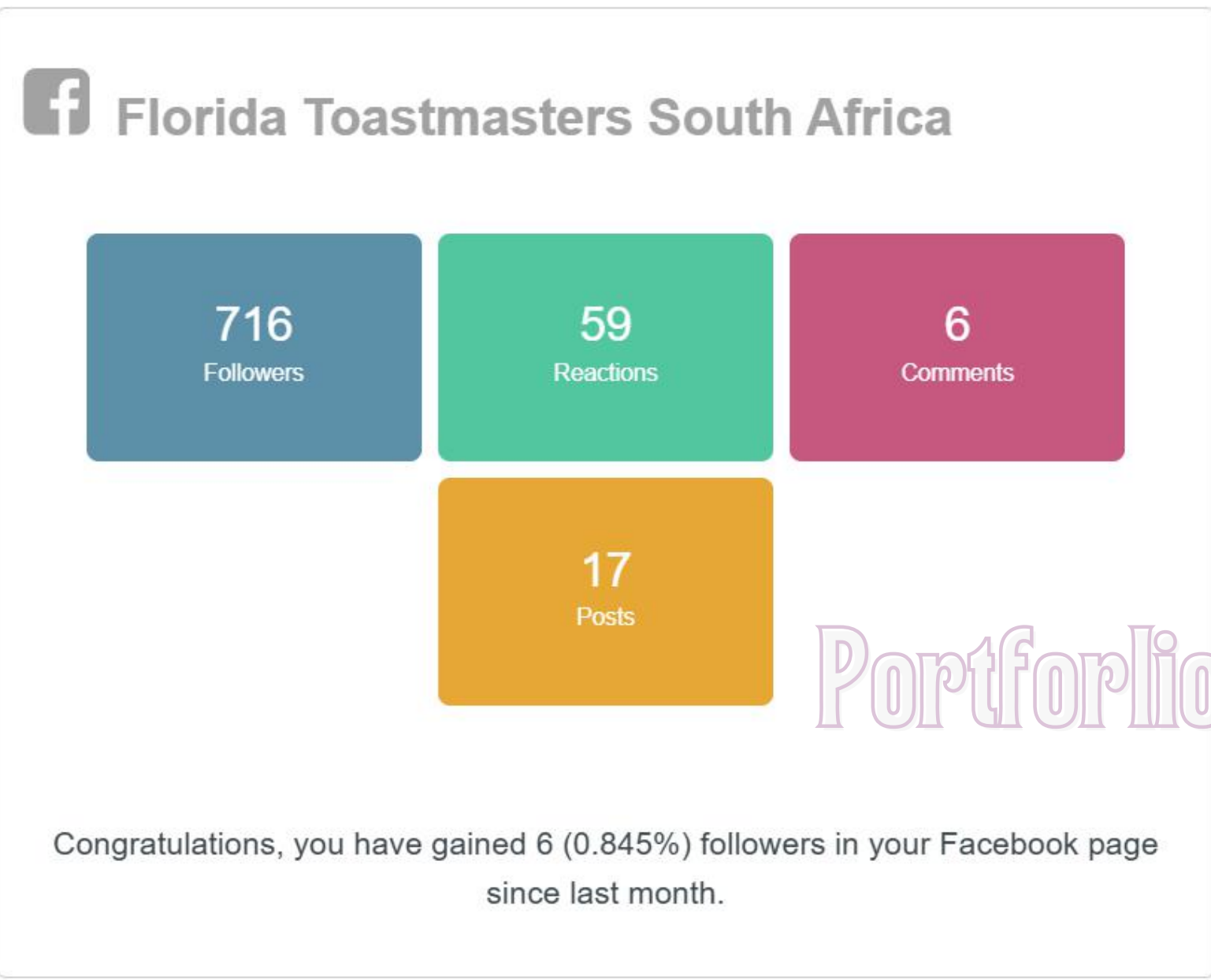
At Lesedi Agency Innovations, we specialize in data-driven social media management, helping brands enhance their online presence, engage their audience, and drive measurable results.

## Our Approach:

- Strategy & Planning** - We develop tailored social media strategies to align with your brand goals.
- Content Scheduling & Automation** - Using tools like Metricool, we ensure a consistent and engaging presence across platforms.
- Performance Tracking & Analytics** - We analyze key metrics to optimize content, increase engagement, and grow your audience.
- Community Management** - We foster meaningful interactions that strengthen your brand's digital presence.

With proven experience managing social media for organizations like Florida Toastmasters, we use insights and reporting to refine strategies that deliver real impact.

Let's elevate your brand's social media presence with a strategy that works! (Include screenshots of reports as proof of results.)



Portfolio





# Tutaville

For this tutoring platform, we developed a system where tutors can log in and submit their hours (time sheets) through the app. The admin has full control to manage tutors, including adding or removing them. This streamlined process improved efficiency for both tutors and parents, while giving the admin full oversight.

### Tutor Dashboard

Submit Hours | History | Profile

#### Submit Hours

Subject:

Hours Worked:

Date Worked:

Notes (Optional):

< February 2025 >

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1

### Admin Dashboard

Subjects | Tutors | Timesheets

#### Manage Tutors

Queen Lesedi  
Queenmasina9@gmail.com

Lesedi Masina  
lesedimasina@gmail.com

Demo Tutor  
demo@tutor.com

info@queenlesedi.com  
info@queenlesedi.com

#### Assign Subjects & Rates

<input type="checkbox"/> Biology	<input type="text" value="0"/>
<input type="checkbox"/> Chemistry	<input type="text" value="0"/>
<input checked="" type="checkbox"/> Computer science	<input type="text" value="150"/>
<input type="checkbox"/> English	<input type="text" value="0"/>
<input checked="" type="checkbox"/> Mathematics	<input type="text" value="200"/>
<input type="checkbox"/> Physics	<input type="text" value="0"/>

Portfolio

# Comprehensive Digital Presence Solutions

These services are designed to help you present your business in a way that builds trust and credibility with larger clients. We offer a range of services to help you build and manage a professional online presence. From setting up professional email addresses to creating custom websites and managing email marketing campaigns, we've got you covered. Our goal is to simplify the digital side of your business, so you can focus on what matters most—growing and running your business.

## Professional Email Setup

We handle the entire setup process, ensuring your email is securely integrated with your domain and easy to use.

Includes: Setup, integration with your domain, secure configuration, and ongoing support.

## Domain Registration and Hosting Setup

A professional domain is crucial when working with corporate clients, as it conveys professionalism and legitimacy.

Includes: Domain registration, hosting setup, SSL certificate for security, and DNS configuration.

## Custom Email Signature Design

Stand out with a professionally designed email signature that reflects your brand and a well-designed email signature can leave a lasting impression.

Includes: Custom design, integration into your email account, and clickable links to your website or social media.

## Email Marketing Setup and Management

From setup to management, we help you stay connected with your customers and increase engagement.

Includes: Platform setup (Mailchimp, ActiveCampaign, etc.), custom email templates, list management, automation, and performance reports.

**Let us handle the technical side so you can focus on your business.**

It's essential to show up with a polished, credible digital presence that meets professional standards. Having these elements in place ensures that you meet their expectations and establish your business as a trusted and reliable partner.



# Digital Brochures & Flipbooks

Showcase Your Business with Style



## Tripod Brochure

**Best For:** Product catalogs, service listings, event promotion, small businesses showcasing a range of offerings in a compact, easy-to-read format.

Features:

A three-panel layout that provides enough space for detailed information while maintaining a clean and professional look. Ideal for concise presentations and direct messaging.



## Double Gatefold Brochure

**Best For:** Presenting complex information, portfolios, brand storytelling, or showcasing multiple products/services. Great for businesses wanting to make a memorable impact with large, spread-out designs.

Features:

A multi-panel design that opens like double doors, providing extensive space for visuals and content. This brochure is perfect for detailed presentations, such as real estate listings or service portfolios.



## Digital Flipbooks

**Best For:** Digital catalogs, lookbooks, e-magazines, presentations, or any business wanting an interactive and engaging digital experience. Ideal for high-end products and in-depth service showcases.

Features:

Interactive, page-turning experience that mimics the feel of a physical book. This format is perfect for creating immersive, rich media experiences that engage readers.

All our brochures come with custom design tailored to your brand, a QR code for easy sharing, and monthly engagement reports to track reader interactions.



# Digital Catalogs & Flipbooks

# Noz'bani Collections

For this fashion brand, we designed a flipbook that showcased their unique offerings. It was well-received, helping them attract more clients through an engaging digital presence.



## Borcelle Franchise

For this care and support services brand, we created multiple flipbooks for their service offerings, including childcare, home care, and edu care. These flipbooks not only showcased their services in a visually appealing way but also allowed them to track service engagement, helping them gain valuable insights into client needs.

Our mission is to ensure the well-being and happiness of your loved ones through our comprehensive range of services. Let us take care of the details while you focus on creating beautiful memories with your loved ones.

Connect with Borcelle today for instant peace of mind.

**Ayanda Mubima**

★★★★★ a month ago

Lesedi is not only professional and efficient; she also takes the time to understand your brand which made a huge difference. It was amazing to partner with Lesedi Agency Innovations on the creation of 2 amazing digital brochures. Looking forward to the next project!



# AI & Social Media Masterclass


At Lesedi Agency Innovations, we empower businesses with cutting-edge digital strategies through our AI & Social Media Masterclass, held every last Friday of the month. This masterclass is designed for entrepreneurs and brands looking to leverage AI for smarter, faster, and more effective social media marketing.

## What We Cover:

 AI-Powered Content Creation – Learn how to generate high-quality posts, captions, and visuals effortlessly.

 Data-Driven Social Media Strategy – Understand how to optimize your online presence for maximum engagement and brand growth.

 Automation & Productivity – Discover AI tools that streamline content planning, scheduling, and audience targeting.

 Performance Analytics – Utilize AI insights to track and improve social media effectiveness.



**LESEDI AGENCY INNOVATIONS**  
Guiding Light for Creative Solutions, driving growth and success.

### AI & Social Media Masterclass: Transform Your Content Strategy for 2025

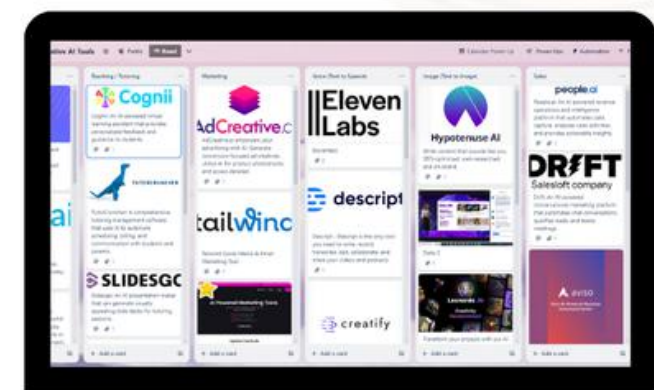
Join this masterclass tailored for small business owners, entrepreneurs, and content creators to unlock the power of AI tools and take your content strategy to the next level.

**BONUS:** Gain exclusive insights into the latest AI tools to save time and boost productivity!

31 January 2025 @18:30 CAT

Let's kickstart 2025 with smarter, faster, and more creative strategies for your business!

Online



Register: <https://academy.queenlesedi.com/>



**Chris Dykes**  
6 reviews • 0 photos

★★★★★ 7 weeks ago

Getting the fundamentals of AI right is so critical in this day and age - and Lesedi can help you on this journey. Talk to her!

Reply

**Scott Pitso**  
4 reviews • 0 photos

★★★★★ 6 weeks ago

Missed the live session, however went through the recording and that was great and these comes at the time when I really take my business online. Great masterclass. Thank you for lighting my corner

**REGISTER NOW**

# Systems and Automation

## Building Systems to Help You Thrive


**Social Media Management (e.g., Buffer, Hootsuite, Metricool)**

A horizontal progress bar with a light gray background and a blue segment on the right side, indicating approximately 25% completion.

**E-commerce Payment Gateways (e.g., Paystack, Stripe, PayPal)**

A horizontal progress bar with a light gray background and a blue segment on the right side, indicating approximately 25% completion.

**Appointment Scheduling (e.g., Calendly, Acuity Scheduling)**

A horizontal progress bar with a light gray background and a blue segment on the right side, indicating approximately 25% completion.

Running a business comes with countless responsibilities, and it's easy for routine tasks to pile up and slow you down. That's where our systems and automation solutions step in, designed to streamline operations and give you more time to focus on what truly matters—growing your business.

With smart systems in place, you can trust that your business will continue running smoothly—even when you're not around. Let us help you build a system that supports your growth and makes your day-to-day easier.



# Our Services – Elevating Your Business Online and Beyond

We provide a full range of digital solutions to make your business thrive.



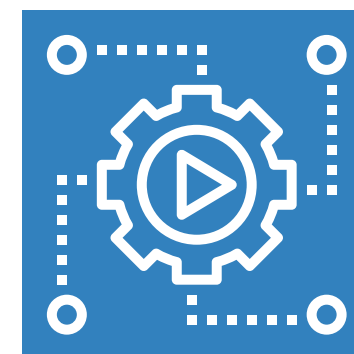
## Web Design & Development

Your website is often the first impression of your business—let's make it unforgettable. We specialize in developing seamless, dynamic websites and applications that serve as the cornerstone of your digital presence.



## Digital Marketing

We manage social media, create engaging content, implement SEO strategies, run targeted email campaigns, and PPC ads, all while providing performance analytics to ensure your brand connects with the right audience at the right time.



## Systems & Automation

Free up your time by letting us build automated systems for repetitive tasks, so you can focus on growing your business.



## Digital Brochures & Flipbooks

Capture your audience's attention with interactive, visually appealing brochures that tell your story, a QR code for easy sharing, and monthly engagement reports to track reader interactions.

Each service is designed to empower your business to grow, attract customers, and streamline operations. Let's take your business to the next level!



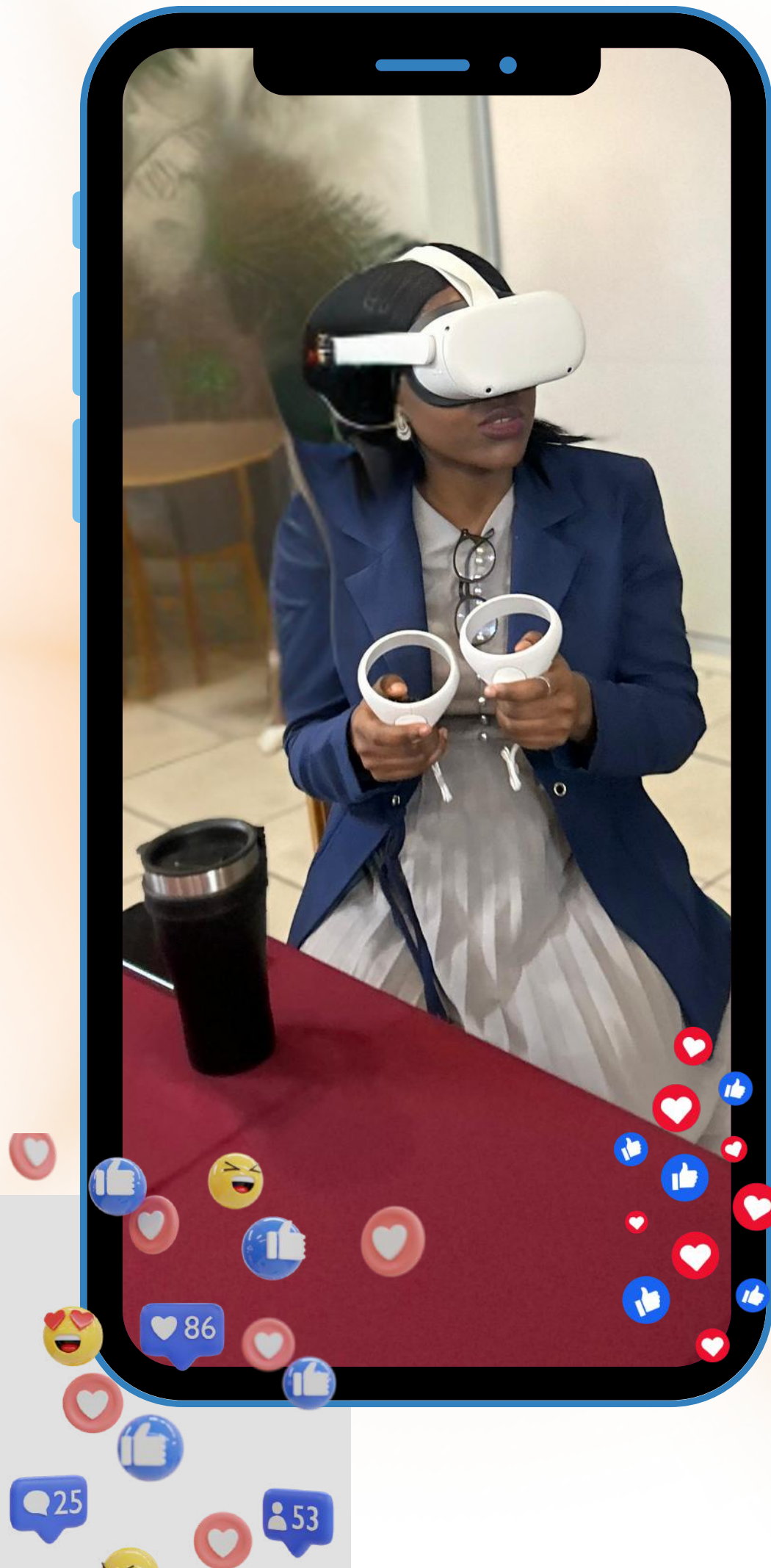
# How We Started

*Every business has a story, and our mission is to help yours be heard.*

Our mission is simple: to help small businesses like yours shine online. Whether it's a website, eye-catching brochures, or social media support, we've got you covered.

Lesedi Agency Innovations was born from a personal experience. During COVID-19, a close friend launched a data science company that had great potential, but despite her expertise, she struggled to make her business visible online. Unfortunately, without customers, she had to close down. Watching her go through this opened my eyes to the struggles many small businesses face in getting the visibility they deserve.

I made it my mission to help businesses stand out in a crowded online world, offering everything from websites to digital brochures.





## Brand Promise

We ignite your business's potential with innovative digital solutions, fostering a journey of rebirth and sustained growth. With us, you don't just adapt—you thrive and lead.

## Core Values

- Innovation: Driving progress through groundbreaking ideas and cutting-edge technology.
- Empowerment: Uplifting clients and communities with knowledge and resources for success.
- Resilience: Overcoming challenges with determination and adaptability.
- Creativity: Inspiring fresh perspectives and innovative solutions.
- Integrity: Building trust through honesty, transparency, and ethical conduct.
- Collaboration: Fostering strong partnerships for mutual growth and impact.

# CONTACT INFORMATION

Guiding Light for Creative Solutions, igniting rebirth and growth



## Phone Number

084 702 4844



## Email Address

hello@lesedi.agency  
info@queenlesedi



## Website

www.lesedi.agency  
www.queenlesedi.com



@lesedi.agency  
@iamqueenlesedi

