



Luthando Tony Ngxila

Founder — LC Agency

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Based East London, Eastern Cape

I build the systems that turn attention into customers — paid campaigns, content, websites, and the automations that hold them together. I founded LC Agency in 2022 and now work with a team of four, across public figures, founders, national brands and clients abroad.

WHAT I DO

PAID ACQUISITION

Meta ad strategy, copy, creative and campaign management

BUILD

Websites, apps, dashboards and internal tools

GROWTH SYSTEMS

Referral and affiliate programmes, click-to-close funnels

CONTENT & CREATIVE

Video editing, AI-generated content, documentary work

AI AUTOMATION

Systems that take manual work off a team's hands

STRATEGY

Where the money actually is, and which lever to pull first

SELECTED CLIENTS

Oros Mampofu — actor and founder, RWO Academy. Campaigns for his online courses and physical acting school.

Neo Cheka — entrepreneur and speaker, founder of the Get Rich Activist brand.

Michelle Lima — founder of Resonate Hub, a sales education and business strategy platform.

Dr Pinky — medical doctor, gospel artist and founder of Womb Stewardship. Managed her apparel brand, Umnombo.

Asekho Twaku — founder, Asekho Twaku Leather & Clothing. Handcrafted leather, established 1999.

Luyanda Finini — Executive Director: Strategic HR Planning & Organisational Development, Eastern Cape Department of Health.

Makhaya Buyana — insurance broker and financial advisor, Buyana Financial Services.

Bianca Carmichael — digital content creator and social media personality.

Magma Energy Shilajit — wellness supplement brand, Sydney, Australia.

Brand activation campaigns:

McDonald's

Huggies

Eucerin

RESULTS

Lass Skincare — 4,300 to 22,900 TikTok followers in under three months

Documentary editing, AI-generated content, and the strategy behind the content system. More than five times the audience, over the period.

HOW LC AGENCY GOT HERE

- 2022** Started writing Meta ad copy for businesses running paid campaigns.
- 2023** Grew into ad creative and video editing — building the assets as well as the words.
- 2024** Took on campaign strategy and execution end to end, not just production.
- 2025** Expanded into websites, apps and AI automation. Team of four.
- Now** Full click-to-close systems — acquisition, conversion, and the automation that carries a customer between them.

Every skill self-taught, built on live client work rather than in a classroom.

References available on request · www.leadsconversionagency.co.za