

RESUME OF

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Profile

I am a qualified Journalist, now recently Tefl certified to teach English as a foreign language. I hold a Journalism Diploma with over 10 years of working in broadcast news as a news writer. I also hold qualifications in Creative writing and also in Digital Marketing. I enjoy being creative and I am also keen to use this creativity to create stimulating lessons to inspire a class.

I work well in a team and can communicate well at all levels and ages as I have two school-going kids. I enjoy helping them with schoolwork and seeing them learn and improve from studying with me. I am mature and lively, I have interests in physical activities such as hiking and aerobics. I enjoy staying fit and consider this as mental stimulation and a sort of therapy. I love to explore new things as well as to constantly commit to my personal development.

I have a variety of outside interests and for this reason, I will remain committed to improving my teaching skills further and contributing to the success of my learners.

TEFL Qualifications

2023

The TEFL Academy

Qualifi Level 5 Diploma in Teaching English as a Foreign Language (168 hours)

- Brief overview of course:
 - Ofqual regulated Level 5 qualification, DEAC approved
 - Lesson planning, Classroom management, Teaching vocabulary and pronunciation, Teaching receptive and productive skills, Teaching grammar, Materials development for face-to-face and online lessons, Assessed lesson content for A1-C2 level students.

Education & Courses

2007

DAMELIN COLLEGE: NATIONAL DIPLOMA JOURNALISM,

- Brief overview of course:
Language skills, Newswriting and Copy editing, Broadcast Journalism, Mass media, Journalism issues and Ethics, Layout and design.

2013

UNIVERSITY OF THE WITWATERSRAND: CERTIFICATE:
CREATIVE WRITING FOR JOURNALISTS,

- Brief overview of course:
The certificate course introduces working journalists to a range of creative writing and reporting skills and forms of creative non-fiction journalism. The course examines how to combine techniques of fiction with journalistic reporting. The course also introduces journalists to other forms of writing/ storytelling outside of the strict constraints of the newsroom.

2020

UNIVERSITY OF THE WITWATERSRAND: CERTIFICATE:
DIGITAL MARKETING

- Brief overview of course:
The course provides a holistic view of the Digital Marketing landscape in South Africa. Looks at how a Digital Marketing strategy is executed.

Employment

2019 - present: Entle Beautiful Creation

Copywriter and Digital Marketing

- Brief overview of responsibilities
 - Writing creative content to post on social media platforms.
 - Writing captions/ copy to accompany supporting images/ to promote events done by Entle Beautiful Creation.
 - Working as a photographer/content creator

2020 - Style blogging, Marketing and Creative writing

- Brief overview of responsibilities

Upon completing a Digital Marketing course, I launched my online clothing store called, 'A vibe called 'Denim' where I sold denim clothing. I created a Facebook and Instagram page where I offer style tips, and advice on mix and matching denim outfits. I use these social media platforms as a marketing tool but also as a platform to continue my flair for creative writing

(see links below)

https://www.instagram.com/a_vibe_called_denim/

<https://web.facebook.com/avibecalleddenim/photos/a.125977552646307/125960262648036/>

2016 - 2017

Zam Group

Communications and Media Relations Officer:

- Brief overview of responsibilities:
 - Scriptwriting promos for radio/ TV adverts;
 - Writing press releases;
 - Writing reports;
 - Media buying and placing of adverts in the newspaper;
 - Writing suitable radio promo to promote events;
 - Producing and presenting Powerpoint presentations;
 - Responsible for execution of events and ensuring media attendance;
 - Doubling up as Content Producer to produce compelling content for a current affairs show.

2014 - October 2014

African News Network (known as ANN7)

Content Producer: Responsible for putting together a 3-hour morning show called Vuka Africa

- Brief overview of responsibilities:

Inviting respective guests (phone call or email) into studio for a live studio discussion.
Doing research on topics and initiating follow-up content.
Writing scripts and proofreading scripts before going live.
Being responsible for the show's social media page and engaging with audience on social media.
Attending editorial meetings with management to present the show's lineup

2012 February– 2014 February

South African Broadcasting Services (SABC)

Content Producer (Question Time)

- Brief overview of responsibilities:
 - Produced a current affairs programme called Question Time.
 - A television show which unpacked burning issues affecting the country. One of my responsibilities was to invite vibrant guests to have a conversation in studio.
 - Inviting relevant guests to discuss burning issues on the show.

Initiating content and doing research.
Brainstorming follow-up content.
Writing scripts and proofreading of scripts before going live.
Producing inserts to play during studio discussions.
Doing live interviews on the street to get insights from the public.
Going out to shoot footage to be played on during interviews.
Responsible show's social media page and engaging viewers on the show's social media pages.

February 2011 – February 2012

South African Broadcasting Services (SABC)

Bulletin writer:

I joined the SABC News Channel as soon as it launched. This is where I produced news bulletins for the channel before being requested to join Question Time (above) I saw Question Time as an opportunity to grow and to develop myself as a producer for Current Affairs.

- Brief overview of responsibilities:

Research - Searching for stories on the wires eg. News24, Reuters, etc.

Exercising editorial judgment on how to best approach a story, and possibly changing the angle.

Looking out for grammar and correcting sentence structure.

Writing many stories under pressure before bulletins can go live on air.

Writing appealing stories and abiding to house style.

February 2008 – December 2010

South African Broadcasting Services (SABC)

Intern Content Producer and Guest Coordinator/ Production Assistant

- Brief overview of responsibilities:

Producing inserts

Going out with cameraman to shoot inserts to play during live discussions.

Writing clear scrips of interviews

Inviting respective guests into the studio for a live discussion.

Guest Co-coordinator/ Production Assistant:

Receiving guests and being the first point of contact when guests arrive for interviews.

Receiving scripts, printing and providing scripts to presenters.

Looking presentable at all times and receiving guests and dignitaries.

Ushering guests to the makeup room to get ready for studio discussion

February 2007 – January 2008

SABC TV Licenses

Client liaison officer

- Brief overview of responsibilities:

Writing correspondence to TV license holders, giving the status of their TV license account.

Meeting daily targets.
Resolving customer queries

January 2006 - January 2007
MTN SA

- Brief overview of responsibilities:
Directory inquiries consultant:
Providing callers with the right directory number upon request.
Knowledge of National geographical areas and dialing codes.

February 2004 – January 2006 (My first job☺)

Edgars Redsquare (store)

Beauty Consultant and Customer service consultant

- Brief overview of responsibilities:
Providing skin care advice to customers.
Attending workshops/ product training when required to.
Being well groomed and presentable at all times.
Providing customers with good customer service and good customer experience
Knowledge of products sold in the store.
Promoting new products, i.e. face products or new perfumes.
Booking skin care treatments, and makeup sessions.
Working at the till and cashing up at the end of the day.

Hobbies & Interests

I love to keep fit by walking, running, and sometimes hiking. In addition, I am a member of an aerobics club which competes in national athletics competitions.

Although I am yet to travel the world, I enjoy meeting new people and experiencing different cultures. In addition, I have a flair for writing. I enjoy writing creative stories and documenting memorable events.

Personal Details

Date of Birth: 24th February 1984

Nationality: South African

REFEREES ON REQUEST

Miss Khethiwe Gumede: Close friend - 073 955 0002

Mr Mwaba Phiri : Former manager SABC News - 061 402 3725

Ms Nokuthula Mdlalose: Friend and former line manager, ANN7 – 078 035 2833

Ms Lerato Manzi: Colleague – 083 214 6877