

Thaakirah Essa

TV PRODUCER / ASPIRING TEACHER

"AN EXPERIENCED TV PRODUCER TURNED ASPIRING TEACHER!
I COME WITH A VERIFIABLE TRACK RECORD OF STRONG WORK ETHIC,
EXCELLENT COMMUNICATION SKILLS, GREAT STAKEHOLDER RELATIONS,
RESOLVING COMPLEX ISSUES QUICKLY AND GREAT ATTENTION TO DETAIL"



EDUCATION

THE TEFL ACADEMY

LEVEL 5 (QUALIFI) TEFL CERTIFICATE
'21

MILPARK BUSINESS SCHOOL

HIGHER CERTIFICATE IN MANAGEMENT
'16-'17

UNIVERSITY OF SOUTH AFRICA

BA- HONORS IN MEDIA STUDIES
'11-'13

UNIVERSITY OF WITSWATERSRAND

BACHELOR OF ARTS
'07- '10

HIGHLIGHTED SKILLS

- PRODUCTION CORDINATION
- DIRECTING
- PRODUCING
- SCRIPT- WRITING
- EDITING
- PHOTOGRAPHY
- VIDEOGRAPHY

SOFTWARE

- DALET
- TVBMS
- AVID
- MICROSOFT OFFICE
- SAP

WORK HISTORY

MEDIA MANAGER

SABC: SABC SPORT

APR '21 - PRESENT

- Develop and implement marketing content across various media platforms.
- Manage researching, writing, proofreading & editing process of content
- Direct & manage SABC Sport look and feel
- Manage & direct media advocacy marketing campaigns & deliver public relations & communications plans.

PROMO PRODUCER

SABC: SABC 1 ON-AIR

DEC '16 - MAR '21

- Direct & Produce Promotional Material of all SABC 1 TV Programming
- Maintain On-Air Look & Feel through Channel Imaging
- Produce projects of On-Air interest according to Channel Marketing & Brand Strategies
- Conceptualization of Behind The Scenes (EPK) Promos for Programs

COMMUNICATIONS ASSISTANT

SABC: CHANGE MANAGEMENT

DEC '14 - NOV '16

- Create and assist in Change Management advocacy campaigns for SABC's internal communication .
- Produce editorial content for quarterly magazine.
- Direct & Produce AV's to support internal campaigns
- Assist in strategic Change Management projects and briefs

PRODUCTION CO-ORDINATOR / LINE PRODUCER

TALENT ATTACK TV

JAN '14 - OCT '14

- Coordination of Production (shoots, edit, sound)
- Researcher
- Manage Petty Cash & Production Budget
- Production Liaison
- Production administration

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