

# KINGA SIEJEK



## ABOUT ME

Started as a journalist/editor for a campus student-orientated publication, and currently work as a digital media marketer for the North-West University (Facebook, Twitter, LinkedIn, Instagram, Blog), and also lecture and train students when I can.

Have a passion for learning and teaching, and had the opportunity to lecture students in the Faculty of Education, which rekindled a passion for teaching.

I'm ready to help students succeed, enjoy working in a team, and up for any challenge.

## EDUCATION

- **BA Honours: History**

North-West University | 2017

- **BA Honours: Communication**

North-West University | 2012

- **BA: Language Practice  
(Communications and History)**

North-West University | 2011

## CERTIFICATIONS

- **The TEFL Academy | Sept 2022**  
Level 5 TEFL Course (150 hours)
- **The TEFL Academy | Sept 2022**  
Teaching English to Young Learners (30 Hours)
- **Advanced Social Media Strategy | Jan 2019**  
Hootsuite: Credential ID 12436407
- **Hootsuite Platform Certification | Apr 2017**  
Hootsuite: Credential ID 10656043

## WORK EXPERIENCE

### MARKETING: DIGITAL MEDIA MARKETER

NORTH-WEST UNIVERSITY | FEB 2018 - PRESENT

- Assist in the creation and implementation of digital media posts for marketing communication, brand awareness and student recruitment.
- Advise and assist in digital media campaigns
- Plan and implement digital media campaigns
- Compile reports of the impact of digital media campaigns.

### PART-TIME LECTURER: HISTORY

NORTH-WEST UNIVERSITY | JAN 2017 - DEC 2018

- Lectured History-related courses
- Created and implemented teaching plans for classes
- Created and evaluated tests and exams for courses
- Attended planning meetings
- Lectured First and Second year students both in Faculty of Humanities and Faculty of Education.

### COMMUNICATION OFFICER: SOCIAL MEDIA

NORTH-WEST UNIVERSITY | JUN 2017 - FEB 2018

- Maintain and monitor social media accounts (Facebook, Instagram, LinkedIn and Twitter).
- Assist in creating and posting of social media posts for communication purposes.

### COMMUNICATION OFFICER: STUDENT COMMUNICATION

NORTH-WEST UNIVERSITY | FEB 2012 - JUN 2017

- Editor-in-chief of the campus student newsletter/blog
- Create and edit articles for publishing
- Publishing articles and photography on Wordpress.com
- Photography and editing in Adobe Photoshop
- Assist in internal and external communication between students and staff.
- Graphic work in Adobe InDesign

## SKILLS

- |                       |                                   |
|-----------------------|-----------------------------------|
| • Writing and Editing | • Corporate Communications        |
| • Digital Media       | • Falcon: Social Media Management |
| • Digital Marketing   | • Student Training                |
| • Photography         | • Lecturing                       |
| • Lesson Planning     |                                   |

## CONTACT

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