



Thaakirah Essa

ENGLISH TEACHER/
MARKETING SPECIALIST

CONTACT

- +27 72 398 4178
- thaakirah.essa@yahoo.com
- Johannesburg, South Africa
- @missy_essa
- @missy_essa
- Thaakirah Essa

PROFILE

Dedicated & qualified English Teacher with 2+ years of experience delivering compelling English lessons to diverse students' with varied cultural & professional backgrounds. Proficient at communicating complex information in a simple & entertaining manner.

Skilled in motivating students through effective lesson plans, interactive lesson delivering while paying special attention to individual learning gaps.

EDUCATION

- THE TEFL ACADEMY** DEC '20 – SEP '21
LEVEL 5 (QUALIFI) TEFL CERTIFICATE
- MILPARK BUSINESS SCHOOL** FEB '16 – MAR '17
HIGHER CERTIFICATE IN MANAGEMENT
- UNIVERSITY OF SOUTH AFRICA** FEB '11 – FEB '13
BACHELOR OF ARTS- HONORS MEDIA STUDIES
- UNIV. OF WITSWATERSRAND** FEB '06 – DEC '10
BACHELOR OF ARTS – HUMANITIES

WORK EXPERIENCE

TEFL/ESL TEACHER

AUG '21 – PRESENT

VARIED ONLINE PLATFORMS

- Delivered engaging English language instruction to diverse age groups, fostering conversational fluency and effective communication skills.
- Employed a dynamic teaching methodology to create tailored lessons for various proficiency levels, ensuring accelerated learning outcomes.
- Blended provided teaching materials with personalized resources to enhance student engagement and connection to the language.
- Crafted individualized learning plans based on students' proficiency levels, nurturing linguistic growth and tangible progress.
- Conducted thorough assessments to evaluate grammatical skills, listening, speaking, reading, and writing abilities.
- Contributed to a vibrant online educational community, leaving a notable digital footprint in English language education.
- Leveraged expertise on platforms like italki, The Really Great Teacher Company, OiKid, Thandeka Tutoring, and Mint English for impactful teaching.

HIGHLIGHTED SKILLS

- CREATIVE LESSON PLANNING
- CLASSROOM COORDINATION
- PROBLEM SOLVING
- COMMUNICATION SKILLS
- PUBLIC SPEAKING
- TIME MANAGEMENT

SOFTWARE

- MICROSOFT OFFICE
- SAP
- ADOBE CREATIVE SUITE
- CANVA

ACCOMPLISHMENTS

- 2018 SABC 1 IMAGE RELAUNCH
- ATL CAMPAIGN 2021 TOKYO OLYMPICS ON SABC SPORT
- GREW PRESENCE ON SABC SPORT SOCIAL MEDIA PLATFORMS
- SABC CORPORATE MAGAZINE ASSISTANT

HOBBIES

- TRAVELLING
- READING
- NATURE WALKS
- EXPERIMENTING WITH RECIPES
- FOOD JUNKIE

WORK HISTORY (CONT.)

MARKETING SPECIALIST

SABC: SABC SPORT

APR '21 - JULY '23

- Manage & coordinate promotion all sporting events across SABC Sport TV, Radio & Social Media platforms.
- Develop & implement sport marketing content across various media platforms.
- Conduct content plan, including copywriting & manage social media and website updates.
- Stakeholder liaison with organizational business partners.
- Brand custodian to ensure SABC Sport product line and services resonate with audiences & brand persona.
- Monitor SABC Sport social media presence & website to grow market base..

PROMO PRODUCER

SABC: SABC 1 ON-AIR

DEC '16 - MAR '21

- 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
- Assist Creative Director with day-to-day duties

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