

# KARABO MALOKA

## MARKETING COORDINATOR | CREATIVE DESIGNER

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### PROFILE SUMMARY

Proficient Marketing Coordinator with one year of experience managing strategic marketing campaigns, event coordination, and administrative support. Skilled in UX design, with a strong background in user-centered design, app and web development, and project management. Recently completed an Advanced Diploma in Business Information Technology and currently pursuing a BCom Honours in Information Systems. Excels at blending marketing strategies with technical solutions to drive engagement and improve user experiences.

### PROFESSIONAL SKILLS

Communication	● ● ● ● ●	Business Acumen	● ● ● ● ●
Marketing & Coordination	● ● ● ● ●	UX Design & Research	● ● ● ● ●
Networking and Relationship building	● ● ● ● ●	Collaboration	● ● ● ● ●

### TECHNICAL SKILLS

<b>App &amp; Web Development:</b> HTML, CSS, React Native & Ionic	● ● ● ● ●	<b>UX Design Tools:</b> Wireframing, Prototyping, Figma, Canva & Adobe Suite	● ● ● ● ●
<b>Documentation:</b> UX Copywriting	● ● ● ● ●		
<b>Communication &amp; Collaboration:</b> Strong relationship-building skills and effective stakeholder engagement.	● ● ● ● ●	<b>Project Management:</b> Trello, Jira, CAPM (in progress), PMP (in progress)	● ● ● ● ●

### LANGUAGES

English	● ● ● ● ●	Sesotho	● ● ● ● ●
Afrikaans	● ● ● ● ●	SeTswana	● ● ● ● ●

### EDUCATION

<b>BCom Honours in Information Systems</b> University of Johannesburg	Present
<b>Relevant coursework:</b> Research, Data Analytics, Cybersecurity, Strategic Management and Information Systems Architecture	
<b>Advanced Diploma in Business Information Technology</b> University of Johannesburg	2024
<b>Relevant coursework:</b> Software Requirements & Testing, Database Management, Human Computer Interface & Business Analytics	

## WORK EXPERIENCE

### **Marketing Coordinator/ Project Coordinator**

March, 2024 – Present

#### **UJ School of Consumer Intelligence and Information Systems (SCiIS), Johannesburg**

- Managed the school's marketing and administrative efforts.
- Coordinated high-profile events such as the Cybersecurity Event sponsored by AWS, ensuring smooth execution from planning to completion.
- Developed digital content strategies that enhanced engagement across multiple platforms.
- Acted as the primary liaison between the Director and internal/external stakeholders.
- Integrated UX principles to improve digital marketing content and web interfaces for SCiIS.

### **Coordinator & UX Design Lead**

Feb 2023 – Mar 2024

#### **UJ Technopreneurship Centre, Johannesburg**

- Led UX design efforts for multiple digital platforms to improve user engagement and functionality.
- Facilitated workshops to boost innovation and entrepreneurial thinking among students.
- Contributed to the development of digital platforms like the UJ Incident Reporting Platform.

### **Intern Image Retoucher**

March, 2020 – July, 2020

#### **Silo, Johannesburg**

- Edited and enhanced digital images for marketing campaigns and creative projects.
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## HONOURS & AWARDS

- Social Media Team Leader – TedXUniversity of Johannesburg (2024)
- MC & Facilitator – Creatives Meets Techies, AIMashup Hackathon, UJ Women in ICT Webinar
- Artificial Intelligence in 4IR Certificate – University of Johannesburg
- UJenius Club Member – 2022
- EPF Heritage Hackathon Winner – 2022

## VOLUNTEER

- Mobile App Development Expert – BRICS Skills Challenge
- Ambassador – UJ Technopreneurship Centre
- Career Influencer – PsyCaD (Volunteering)
- First Year Marshal – University of Johannesburg

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## PROJECTS

### SCiIS Cybersecurity sponsored by AWS Event University of Johannesburg, 2024

Oct 2024

- Managed event logistics, marketing, and branding for a large-scale cybersecurity awareness event.
- Developed promotional materials and coordinated communication with speakers and partners.

### UJ Incident Reporting Platform University of Johannesburg, 2023

Aug 2023 – current

- Led UX design efforts for a platform that empowers UJ students to report incidents of bullying, harassment, and violence anonymously.
- Conducted user research and testing to ensure platform usability and effectiveness.

### MASS (Master Assessment Scheduling System) University of Johannesburg, 2023

Year long project

- Developed a web-based platform to simplify the scheduling of student module assessments.
- Ensured UX principles were implemented to create a user-friendly experience.

### Website Development Project Johannesburg, 2023

Present

- Designed a personal portfolio website showcasing web development skills using React + Vite, Scss and web design principles.

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## REFERENCES

### Prof Josef Langerman

**Head:** Centre for Applied Data Science  
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### Ronny Mabokela

**Head:** Technopreneurship Centre  
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### Refiloe Leeuw

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and Information Systems  
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