# Curriculum Vitae

## MATLHOHONOLOFATSO LEBESA

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Location: Lesotho

## Professional Summary:

A dedicated and versatile journalist and media professional with experience in investigative reporting, digital content creation, and sports communication. Passionate about delivering impactful stories and enhancing brand visibility through strategic marketing and public relations. Strong background in journalism, communication, and media production.

## Education:

Bachelor’s Degree in Broadcasting & Journalism (Ongoing)  
Limkokwing University, Lesotho  
Expected Completion: [Year]

Investigative Journalism Course (BCIJ3212) (Feb-Jul 2025)  
Limkokwing University, Lesotho

## Professional Experience:

### Journalist – Lentsoe La Basotho (Online Paper)

2023 – 2024

- Researched, wrote, and edited news articles covering social, political, and economic issues in Lesotho.

- Conducted interviews with key stakeholders to provide in-depth reporting.

- Developed digital media content to engage a broader audience.

- Ensured factual accuracy and journalistic integrity in all published pieces.

### Communication & Marketing Manager – Linare Football Club

2023 – 2024 Season

- Managed club communications, public relations, and media interactions.

- Developed marketing campaigns to promote the club’s image and attract sponsorships.

- Oversaw social media management, increasing fan engagement and online presence.

- Coordinated press releases, match previews, and post-match reports.

## Projects & Initiatives:

- Founder & Host of a Football Podcast for the Lesotho Premier League (Vision View Television)

- Co-host & Producer of a Youth and Young Adult Issues Podcast (Limkokwing University)

- Television Drama Concept Developer – Exploring rural-to-urban life transformations in the AI era.

## Skills & Competencies:

- Investigative Journalism & Reporting

- Digital Media & Content Creation

- Public Relations & Marketing Strategies

- Social Media Management

- Sports Communication

- Interviewing & Storytelling

- Website Development & Blogging

## Technical Skills:

- Adobe Premiere Pro, Illustrator and indisi

- WordPress

## Languages:

- English (Fluent)

- Sesotho (Fluent)

## Personal Details:

ID Number: 056195243722

Marital Status: Married

Maiden Name: Remaketše Masita

Gender: Female

Age: 30

## Experience:

### News Anchor & Radio Presenter – KEL Radio

March 2019 – Present

- Delivering true and accurate news suitable for every age group and religion.

- Hosting radio programs and engaging with listeners on various topics.

### Consultant – MS Financial Services

2014 – 2016

- Assisted customers by providing necessary information about company services.

- Handled customer queries and acted as a liaison between customers and management.

## Education:

2021 – Diploma in Mass Communication (Passed with Credit)

## Skills:

- Able to work with people of all age groups, beliefs, and cultural backgrounds.

- Strong communication and persuasion skills.

- Proficient in writing and speaking Sesotho and English.

- Ability to work effectively under pressure in any environment.

## References:

Mots’abi Ts’ehlana – Program Manager – 59011302

Motlalepula Sepipi – MS Financial Services Managing Director – 62810810