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NOMBUSO NTSELE

COMMUNICATIONS SPECIALIST |
WWW.LINKEDIN.COM/IN/NOMBUSONTSELE

ACCOMPLISHMENTS

Mpumalanga Department Of
Human Settlement-

Implemented metrics and
reporting systems to track the
effectiveness of internal
communications initiatives,
providing regular insight to
the management team, and
suggesting actionable
improvements that resulted in
a 50% boost in
communications.

JoburgTv- Recognized as an
Outstanding communicator
and collaborator, receiving
accolades from colleagues
and management for
consistently delivering high
quality, professionally written
Materials that aligned with the
company's brand.

Bolt – Improved customer
satisfaction, addressed and
resolved customer
complaints and issues on
social media channels,
leading to a 70% increase in
positive customer feedback
and sentiment.

EXPERIENCE

CONTENT SPECIALIST • UDIGITAL • 2023 – 2023

Content Creation: Produce high-quality, original content for
websites, blogs, social media, and other digital channels.

Content Optimization: Optimize content for SEO, ensuring it
ranks well in search engine results pages (SERPs).

Keyword Research: Conduct keyword research to identify
trending topics and relevant keywords for content creation.
Editing and Proofreading: Review and edit content for accuracy,
grammar, and consistency.

Content Strategy: Collaborate with the marketing team to
develop and implement content strategies that drive engagement
and conversions.

Audience Analysis: Understand and segment the target audience
to create content that resonates with different demographics.

Content Calendar: Maintain a content calendar to ensure
consistent and timely content publication.

Performance Analytics: Monitor and analyses content
performance using analytics tools and adjust strategies
accordingly.

Content Distribution: Promote content through various channels,
including social media, email marketing, and partnerships.

Stay Updated: Keep up-to-date with industry trends and best
practices in content marketing and SEO.

CUSTOMER SUPPORT SPECIALIST • BOLT • 2019- 2022

Respond to customer inquiries via phone, email, or chat in a
professional and timely manner.

Investigate and resolve customer problems, complaints, or
questions effectively.



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@NOMBUSO2022



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N.COM/IN/NOMBUSO-
NTSELE-](https://www.linkedin.com/in/nombuso-ntsele)

Udigital- Elevated blog performance in freelancing role, within four months (August-November 2023), Four blogs consistently ranked among the top 5 for highest engagement. Demonstration quick impact And audience connection since project inception in November 2022.

CERTIFICATES

Digi Hub: MICSETA
Multimedia
Hub Spot Academy: Social
Media Marketing
Hub Spot Academy: Search
Engine Optimization
SheCodes: Front-end
development

SKILLS

Html, Css, JavaScript,
React, Git/Github and
Responsive Design
Project Planning and
Management
Creative Direction and Vision
Attention to Detail and
Deadline Adherence
Creative writing
Content Development

Develop a deep understanding of our products or services to
Provide accurate information to customers.
Maintain detailed records of customer interactions and solutions in
our CRM system.
Provide technical assistance and troubleshooting for customers
Experiencing product-related issues.
Escalate complex issues to appropriate teams or supervisors
when necessary.
Gather and relay customer feedback to improve products and
services.
Assist customers in understanding product features and
Functionalities
Identify opportunities for streamlining support processes and
enhancing the customer experience.
Ensure service quality and adherence to company policies and
procedures.

RESEARCHER/ WRITER • JOBURGTV • 2018 – 2019

Streamlined research processes to meet tight deadlines for
multiple projects.
Collaborated with leadership team to identify relevant questions
and determine best methods of collection.
Performed research into study topics to increase knowledge and
to provide valuable contributions.
Proofread copy written by colleagues to correct spelling,
punctuation, grammar and proofreading skills to produce
engaging and error-free content.

COMMUNICATIONS OFFICER (INTERN) • MPUMALANGA DEPARTMENT OF HUMAN SETTLEMENT • 2017 – 2018

Wrote news articles and features for publication, distributing



media releases to external stakeholders
 Increased customer satisfaction by resolving issues.
 Collaborated with various departments to implement the strategic direction of the business through effective internal communications.
 Coordinated messages across channels to ensure planned and targeted internal communications.
 Maintained the integrity and high quality content of the company's intranet pages, including creating new microsites and communities as needed.
 Generated reports detailing findings and recommendations.
 Secured media coverage for clients, company and specific campaigns.

EDUCATION

BACHELOR OF ARTS IN MEDIA STUDIES • 2017 • UNIVERSITY OF LIMPOPO

Digital Media or Multimedia Communication
 Journalism
 Communications studies and Mass Communications
 Linguistic Studies
 Community Media Studies and New Media





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VOLUNTEER EXPERIENCE OR LEADERSHIP

Elected by Division as a **Communications Administrator** to:

Responded to emails and other correspondence to facilitate communication and enhance business processes.

Updated spreadsheets and created presentations to support executives and boost team productivity.

Promoted team productivity by keeping supplies organized and well-stocked.

Handled scheduling for executives calendar and prepared meeting ^{agenda} and materials.

