

## **Curriculum Vitae - Phiwokuhle Ngcayiya**

Nationality : South African

Language : English

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### **Education:**

Institution: University of Cape Town

Qualification: **Certificate in Advanced Project Management**

Institution: Rhodes University

Qualification: **Bachelor of Arts in Journalism and Economics**

### **Work experience:**

<b><u>Employer;</u></b>	<b><u>Position;</u></b>	<b><u>Duties;</u></b>
CSIR: 2013 to date	Marketing Communications practitioner	As a Marketing Communications Practitioner, I have demonstrated abilities and fulfilled various duties throughout my career. Initially serving as a Junior Corporate Communications Practitioner, I quickly progressed to embrace additional responsibilities in marketing and business development. This progression has played a substantial role in shaping and enhancing the overall quality.

		<p><b>Duties:</b></p> <p>Content/written product</p> <p>Development: Spearheaded the development and implementation of high quality content, leading to a substantial improvement in brand visibility and preservation, as well as the growth of the CSIR.</p> <p>Valuable feedback and proofreading: Provided expert feedback to researchers, elevating the quality and accuracy of content for CSIR publications  <a href="https://www.csir.co.za/publications">https://www.csir.co.za/publications</a>)</p> <p>Meticulous MoU Copy Edits: Ensured precision and clarity in critical legal documentation by meticulously editing documents such as Memorandums of Understanding, Memorandums of Agreement and Nondisclosure Agreements contributing to error-free agreements.</p> <p>Campaign Communication: Oversaw the end-to-end conceptualising and implementation of campaigns, resulting in consistent, persuasive, and compelling messaging that</p>
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		<p>resonated with both external and internal target audiences.</p> <p>Creative communications: Actively participated in graphic designing initiatives, including brochures, templates, and fact sheets, infusing visual appeal and storytelling into marketing collateral.</p> <p>As a proactive and results-driven professional, my dedication to excellence and my ability to seamlessly combine strategic communication with creative flair have consistently contributed to the success of marketing communications initiatives.</p>
Corporate Communications Consultancy: 2013	Intern	writing snippets and tweets for JSE, Ford and other Corpcom clients, and offering public relation and administrative support.
Rhodos publication: 2012	Intern	Concept creating, graphic design layout of the newspaper and sub-editing.
702 Talk Radio: 2008 June vacation	Intern	Rendering administrative support in the newsroom.

**Key skills and strengths:**

- Content development
- Strategic planning
- Media relations

- Presentation abilities
- Ability to pay attention to detail
- Goal driven
- Flexibility
- Maintaining a high level of accuracy
- Ability to meet deadlines
- Team player

**References:**

Mr Lionel Jean Michel – 012 841 3603, 073 628 3885 [LJMichel@csir.co.za](mailto:LJMichel@csir.co.za)

Mr Joaky Bandzo - 067 014 8600, [jbandzo@yahoo.com](mailto:jbandzo@yahoo.com)

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