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| CURRICULUM  VITAE OF SOKHANA KUPE |  |

**Cover Letter**

I am a well-spoken and well-presented individual who matriculated in the year 2017 with a bachelor's degree entry. I enjoy editing and working in Adobe Premiere Pro Photoshop and Illustrator I am also self-taught HTML CSS, JavaScript. I am looking for an opportunity to make an impact in organizations to increase profits and shareholder satisfaction. My ability to communicate effectively and my strong initiative would make me the ideal candidate to add to your organization, combined with my talent to work well under pressure and willingness to learn new skills and systems allows me to play an important role in a fast-paced environment. In addition to that, I am a proactive, hands-on individual who can take on a lot of responsibilities, furthermore, I am a dynamic individual with a professional approach and strongly believe that I will add immediate value to your organization

When given the opportunity I will learn and explore each department, this will enable me to have a better idea and vision of what I wish to do in my career shortly. I will also attain knowledge of real workplace situations and will be able to apply them later in life to manage and achieve my goals in the workplace. Working in a company that allows me to flexibly move to indulge in different departments will give me better insight into the working environment. My mindset is focused on accomplishing the task at hand to the best it can be achieved and I take these responsibilities as a priority throughout my day

I welcome the opportunity to meet with you at your convenience to discuss our current and future needs and how I might serve them. Thank you for your kind attention and consideration.

Yours Faithfully, Sokhana Kupe

Curriculum Vitae of Sokhana Kupe

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| Last Position | Marketing Assistant |
| Duties | Graphic Design, and Social media management |
| Strengths | Graphic Design, Communication, Coding, |
| Contact Number | 0765001027 |
| Email Address | [sokhanakupe@gmail.com](mailto:sokhanakupe@gmail.com) |

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| **Personal Details** | |
| Surname | Kupe |
| Name(s) | Sokhana |
| Citizenship | South African |
| Gender | Male |
| Race | Black |
| Disability | None |
| Marital Status | Single |
| Dependents | None |
| Languages | English, Xhosa, |
| Driver’s License | Code 8 |

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| **Functional Knowledge and Skills** | * Microsoft Word, Outlook, and PowerPoint * Adobe Photoshop * Adobe Premiere Pro * HTML * CSS * JavaScript * Blender * Canva * Excellent adaptive skills to different situations and environments * Grasping software with ease * Calm in stressful situations * Understanding of monthly target environment |
| **Career Highlights** | 2024- Working on Sanlam’s Kas’lam campaign to make an impact in Soweto and Mamelodi |

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| **Educational Qualifications** | |
| **Tertiary School** | |
| Name of School | Qualification |
| Vega School | Bachelors of Commerce in Digital Marketing |

**Work Experience**

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| **Name of Company** | **Position** | **Start Date** | **End Date** |
| Sanlam | Digital Marketing Administrator | July 1 | Current Position |
| Responsibilities:   * Campaign Development * Internal Communications Liaison and Management * Digital Marketing Tracking * Agency Communication * Managing internal graphic designers * Graphic Design * Lead Collection * Graphic Design Traffic Management * Managing Daily Duties for campaigns | | | |
| **Name of Company** | **Position** | **Start Date** | **End Date** |
| Safrican | Digital Marketing Administrator | January 1, 2024 | June 30,2024 |
| Responsibilities:   * Campaign Development * Internal Communications Management * Website Management and Updating * Social Media Development and Management * Management of the internal intranet page * Management of the social media pages\ * Constructing Content for internal events * Helping colleagues upload documents onto the intranet * Assisting to facilitate internal events (online and offline) * Assisting other departments with internal communication * Constructing direct channels of communication through distributions lists * Copywriting for blogs and captions for social media * Helping colleagues with minor technical difficulties | | | |

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| Reason for Leaving | Merger with Sanlam | | |
| **Name of Company** | **Position** | **Start Date** | **End Date** |
| Safrican | Temporary Contractor (Marketing  Department) | February 1 2023 | May 31 2024 |
| Responsibilities:   * Management of the internal intranet page * Management of the social media pages\ * Constructing Content for internal events * Helping colleagues upload documents onto the intranet * Assisting to facilitate internal events (online and offline) * Assisting other departments with internal communication * Constructing direct channels of communication through distributions lists * Copywriting for blogs and captions for social media * Helping colleagues with minor technical difficulties | | | |
| Reason for Leaving | End of Contract | | |

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| **Name of Company** | **Position** | **Start**  **Date** | **End Date** |
| Finstone | Marketing Intern | February  14, 2022 | September 30, 2022 |
| Responsibilities:   * Designing Branding Merchandise * Designing advertisements for magazines such as Visi and SA decor * Managing Social Media Accounts for Instagram, Facebook, and LinkedIn | | | |
| Reason for Leaving | End of Contract | | |

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| **Name of Company** | **Position** | **Start**  **Date** | **End Date** |
| Battery Centre Waterfall | Graphic Designer | October 4  2021 | November 4, 2021 |
| Responsibilities:   * Designing Branding Merchandise * Designing Digital Posters * Managing Social Media Accounts for Instagram, Facebook, and LinkedIn | | | |
| Reason for Leaving | End of Contract | | |

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| **Name of Company** | **Position** | **Start Date** | **End Date** |
| Culturilligence | Campus  Ambassador | 20 May  2021 | 20 August 2021 |
| Responsibilities:   * Social media marketing for Instagram, Facebook, and LinkedIn * Poster design * Sales of services * Team building * Intern mentorship leader | | | |
| Reason for Leaving | End of Contract | | |

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| **Name of Company** | **Position** | **Start Date** | **End Date** |
| Vega School  Johannesburg | Student Liaison Body Member | 1 February  2021 | 1 December 2021 |
| Responsibilities:   * Communication with potential students and parents * Organizing events and activities for the organization * General monitoring of the student body * Dealing with on-campus inquiries | | | |
| Reason for Leaving | End of School Year | | |

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| **Name of Company** | **Position** | **Start Date** | **End Date** |
| @Frits Dog & Cat Hotel | Night  Manager | 5 February  2020 | 26 March 2020 |

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| Responsibilities:   * Checking in and out pets * Handling Sales * Taking stock * Helping customers face to face | | | |
| Reason for Leaving | Retrenched Due to Covid-19 | | |
| **Name of Company** | **Position** | **Start Date** | **End Date** |
| @Frits Dog & Cat Hotel | Orderly  Worker | 1 December  2019 | 5 January 2019 |
| Responsibilities:   * Cleaning and disinfecting dog kennels * Feeding the dogs * Handling dogs * Ensuring care for the animals | | | |
| Reason for Leaving | Promotion within company | | |
| **Name of Company** | **Position** | **Start Date** | **End Date** |
| Vikelizwe Solutions – A Medical Practice | Data Capturer | 1 June 2018 | 30 June 2018 |
| Responsibilities:   * Client data collection * Customer services * Customer administration * Data capturing | | | |
| Reason for Leaving | Laid off due to end of peak season | | |
| **Name Of Company** | **Position** | **Start Date** | **End Date** |
| Modderfontein Community Library  Association | Sales Assistant | February 1st 2015 | December 26th 2016 |
| Responsibilities:   * Selling second-hand books * Sales and Customer Communication * Setting up sales tables * Packing books on tables * Putting away boxes * Counting daily takings | | | |
| Reason for Leaving | Relocated to another area in Johannesburg | | |

Social Media Accounts

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| Social Media Site | Link to account |
| Instagram | <https://www.instagram.com/sokhanakupe/> |
| LinkedIn | [https://www.linkedin.com/in/sokhana-kupe-](https://www.linkedin.com/in/sokhana-kupe-79260b161/) [79260b161/](https://www.linkedin.com/in/sokhana-kupe-79260b161/) |

Thank you for your consideration