



Kabelo Letsoalo
Creative DTP

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View my Portfolio
www.kabeloletsoalo.co.za

CV

WORK EXPERIENCE

Capital Media (Rekord Newspaper) 04/04/2017

I'm currently co-leading production department, mainly focused on advert design.

- Responsible for running production department and managing the team
- Liaising with clients, advertising agencies, web developers and printers
- Responsible for overall design (advertisements, web banners, marketing/promotions, social media and other in-house design services)
- Website management (Wordpress)
- AR (Pixzar)

Media24 (Beeld Newspaper) 01/09/2011 - 31-03-2017

- Responsible for the layout and design of advertisement and/or newspaper pages within quality guidelines and within deadlines;
- Conceptualise and produce graphics, charts and tables as per requirements of assistant editor/deputy editor/specialized editor;
- Generate fresh and innovative design and ideas to illustrate and build on editorial ideas;
- Source suitable pictures or graphs;
- Upload graphics on editorial system
- Web advertisements/banners design
- Retouching

Sosh Times (Community Publication) 2008 - 2011

- Designing advertisements
- Liaising with clients and advertising agencies
- Designing newspaper pages
- Getting newspaper ready for print
- Design logos, business cards, letterheads, etc for businesses

FREELANCE

- Kgatelopele (Community Publication) Seasonal 2011 - Current
- Mams Times (Community Publication) 2012 - 2013
- Masilonyane (Community Publication) 2009 - 2010
- Motswako Media (NW Province) 2015

REFERENCES

Dieter Bertram : Production Manger (Capital Media)
012 842 0300 / 082 804 6925

Faheema Ebrahim : Senoir Designer (Media24)
082 520 9190

Puk Lubbe: Account Manger (Media24)
082 532 3298

SET OF SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Muse
Adobe Acrobat
Adobe Dreamweaver
Adobe Flash Pro
Adobe Fireworks
Corel Draw
Word Press
Web and Mobile-Site Design
Phone App Design
Social Media
Mobirise4

EDUCATION

Matric Certificate

Wallmansthal High School (2003)

National High Certificate in Accounting

Tshwane University of Technology (2006)

Year-course Graphic and Advertising

Intec College (2010) *Incomplete

Short-course in Adobe Digital Publishing

Multidimensions Digital Fundi Certificate (2012)

Adobe Digital Design

Inscape College (2015)