

Makhosazana Anelisa Mthethwa

Digital Management

Sandton, City of Johannesburg

CONTACT

- +27 76 877 6425
- khosmthethwa96@gmail.com
- Code 10 | Reliable vehicle

EDUCATION

CTI | Pearson University
Bachelor of Science in
Information Technology
(2016-2019)

SUMMARY

I'm an IT professional with a Bachelor's in Information Technology and over 5 years of experience in web development, social media, content creation, and copywriting. I have 3 years of team management and events management experience, with strong skills in communication, leadership, and organization. Proficient in tools like Canva, Microsoft Suite, Hootsuite, and WordPress, I excel in planning and time management. I'm passionate about research and thrive on challenges. Let's connect to discuss how I can contribute to your team's success!

SKILLS

- Social media management
- Web developer
- Content Creator
- Community Manager
- Digital Strategist
- Event Management
- Project Management

WORK EXPERIENCE

C - Major Productions

Production Manager January 2024 - Present

- Coordination: Oversee activities with clients, suppliers, and partners, ensuring smooth communication and task follow-up.
- Client Requests: Manage and complete requests promptly.
- Special Projects: Enhance operational efficiency through special projects.
- Business Enquiries: Direct inquiries to the appropriate departments.
- Administrative Tasks: Handle filing, printing, sorting, and shipping efficiently.
- Meeting Facilitation: Coordinate logistics and minute-taking for meetings.
- Travel Arrangements: Manage travel and accommodation logistics.
- Financial Records: Maintain accurate financial records, including invoices and receipts.
- Database Management: Keep the company database up-to-date.
- Event and Production Planning: Develop and implement event plans and coordinate logistics.
- Client Meetings: Organize and conduct client meetings effectively.
- Budgeting/Invoicing: Manage budgeting and invoicing accurately.
- Vendor/Freelancer Liaison: Negotiate with vendors and freelancers for the best terms.
- Post-Event Reporting: Create post-event reports and feedback surveys.
- AI Strategy Integration: Incorporate AI strategies to improve efficiency.
- Commitment: Ensure productivity and excellence through meticulous planning and innovative solutions.

TITAN Creative Group

Digital Strategist | May 2023 - December 2023

- Managed social media platforms including Facebook, TikTok, Instagram, and LinkedIn.
- Researched benchmark trends and audience preferences to inform social media strategies.
- Collaborated with the marketing team to align social media activities with brand objectives and business goals.
- Designed and implemented social media strategies, setting specific objectives and reporting on ROI.
- Led social media efforts for a real estate company, driving brand visibility and generating leads.
- Developed and executed campaigns showcasing properties, creating visually appealing content like images and videos.
- Engaged with followers, responded to inquiries, and fostered positive customer relationships.
- Monitored social media metrics, SEO, and web traffic, making data-driven optimizations to improve performance.
- Generated, edited, published, and shared daily content, ensuring brand consistency across platforms.
- Oversaw the design of social media accounts and suggested new features like promotions and competitions to enhance brand awareness.
- Stayed up-to-date with social media trends, design tools, and applications.

SuperSport Schools

Community Manager | March 2023 - September 2023

- Developed and executed strategies to foster social media engagement, brand loyalty, and community growth.
- Managed and moderated social media channels, including TikTok, Facebook, Twitter, and Instagram, ensuring prompt responses to interactions.
- Cultivated a positive community environment by facilitating conversations, encouraging user-generated content, and addressing concerns.
- Created and shared compelling content, including posts, articles, graphics, and videos, to drive community participation and brand advocacy.
- Collaborated with marketing, customer support, and content teams to align social media efforts with brand objectives.
- Monitored social media trends and industry conversations to identify engagement opportunities.
- Used analytics tools to track metrics, analyze data, and optimize social media strategies.
- Acted as a brand representative, maintaining a consistent voice and strong online reputation.
- Stayed updated on emerging platforms and trends, integrating innovative approaches to enhance community growth and user experience.

Adventure Life

Social Media Coordinator March 2023 - September 2023

Skills:

- Strong leadership and organizational abilities
- Creative problem-solving and effective communication
- Budgeting expertise and time management
- Proficiency in MS Office and other tech tools
- Skilled in negotiation, interpersonal relations, and decision-making
- Flexibility, composure under pressure, and expert multitasking
- Networking proficiency, active listening, and meticulous planning

Responsibilities:

- Comprehensive event planning and execution, from concept to closure
- Budget preparation, vendor negotiation, and personnel coordination
- Leading promotional activities and ensuring smooth event operations
- Post-event analysis, report preparation, and client relationship management
- Project management, KPI tracking, and marketing expertise
- Onsite event management, customer service orientation, and teamwork
- Handling client and stakeholder meetings, billing, and non-standard requests
- Coordinating with internal/external teams, maintaining documentation, and tracking metrics

Panacea

Software Developer and Social Media Management | June 2019 - November 2022

Software Development:

- Designed and developed user-friendly, custom websites tailored to client needs.
- Managed graphic and user interface design, ensuring visual and design integrity.
- Leveraged HTML, CSS, JavaScript, and PHP to create clean, well-documented code.
- Collaborated with content editors for website maintenance and updates.
- Implemented and maintained SEO policies, removed dead links, and addressed site functionality issues.
- Used Canva for graphic production and Afrihost for hosting services.
- Maintained organized digital filing systems and backups.

Social Media Management:

- Developed and executed social media strategies aligned with business goals.
- Set benchmarks and goals using platform analytics to track campaign progress.
- Built and ran social media campaigns, ensuring brand consistency.
- Engaged with customers, managing brand mentions and direct messages.
- Conducted testing and experimentation to grow social media presence.
- Maintained a social media calendar, supporting brand identity and trends.
- Presented recommendations to senior leadership and collaborated with teams for consistent messaging.

013 Music Group

IT Help | April 2016 - February 2017

- Create websites using WIX and host via Afrihost.
- Perform admin tasks including phone handling, scheduling, client service, filing, database management, minute-taking, and research analysis.
- Organize events, covering décor, entertainment, catering, attire, and administration.
- Manage social media and marketing.
- Attend networking events.
- Participate in brainstorming sessions, including guest list planning.

Arreassians

IT Help | April 2016 - February 2017

- Create websites using WIX and host via Afrihost.
- Perform admin tasks including phone handling, scheduling, client service, filing, database management, minute-taking, and research analysis.
- Organize events, covering décor, entertainment, catering, attire, and administration.
- Manage social media and marketing.
- Attend networking events.
- Participate in brainstorming sessions, including guest list planning.

Music Garden Foundation

Event Manager | January 2018 - May 2022

Skills:

- Strong leadership and organizational abilities
- Creative problem-solving and effective communication
- Budgeting expertise and time management
- Proficiency in MS Office and other tech tools
- Skilled in negotiation, interpersonal relations, and decision-making
- Flexibility, composure under pressure, and expert multitasking
- Networking proficiency, active listening, and meticulous planning

Responsibilities:

- Comprehensive event planning and execution, from concept to closure
- Budget preparation, vendor negotiation, and personnel coordination
- Leading promotional activities and ensuring smooth event operations
- Post-event analysis, report preparation, and client relationship management
- Project management, KPI tracking, and marketing expertise
- Onsite event management, customer service orientation, and teamwork
- Handling client and stakeholder meetings, billing, and non-standard requests
- Coordinating with internal/external teams, maintaining documentation, and tracking metrics