



# Tshiamo Lerumo

Contact : 079 664 1467/tshiamo.lerumo@yahoo.com

## Mission statement

I believe in tackling each assignment with new perspectives, originality, and ingenuity, as well as great attention to detail. I'm a results-oriented team player.

## Skill s

- Facilitation and Teaching
- Editing
- Digital content management
- Website and graphic design
- Website analytics
- Project management
- Research
- Content creation
- Events management

## Reference

### Alliance For Rural Democracy

Tshepo Fokane - National Director  
/0870991246 / 0768622719

### Public Affairs Research Institute

DR Gaynor Paradza - Manager  
+27 11 482 1739 / 074 822 0487

### Auwal Socio Economic Research Institute

Angelo Fick - Director  
+27 87 15 07 880 / 082 051 8997

### Wits University - Media Studies Department

Professor Ingino Gagliardone - Head of Media Studies  
+27 011 717 4140 / 061 406 4609

## Education

### University of Witwatersrand

- 2018** Undergraduate Degree in Media Studies
- 2019** Joint Honours in Media Studies and African Literature
- 2020** Certificate in IoT

## Work Experience

### ARD - Alliance For Rural Democracy Digital Communications Officer (Currently)

- **Strategy Development:** I am responsible for crafting digital communication strategies that align with the organization's objectives. This involves identifying target audiences, selecting appropriate digital channels, and setting measurable goals to drive engagement and growth
- **Content Creation and Management:** I oversee the creation and curation of content across various digital platforms, including the organization's website, social media channels, and email marketing campaigns. I ensure that all content is relevant, engaging, and consistent with our brand voice and messaging
- **Social Media Management:** Managing the organization's presence on social media platforms is a crucial aspect of my role. I am responsible for creating and scheduling posts, responding to comments and messages, and monitoring social media trends to capitalize on opportunities for engagement and growth
- **Digital Advertising and Promotion:** I coordinate digital advertising campaigns to promote our products, services, or initiatives. This involves managing budgets, selecting target audiences, and optimising ad performance to maximize ROI and reach
- **Analytics and Reporting:** I regularly track and analyze digital communication metrics to measure the effectiveness of our campaigns and initiatives. I use tools like Google Analytics, social media analytics platforms, and email marketing software to generate reports and insights for performance optimisation
- **Stakeholder Engagement:** Collaborating with internal teams, external partners, and stakeholders is essential for aligning digital communication efforts with organisational goals. I work closely with various departments to ensure that our digital communication activities support broader strategic objectives
- **Compliance and Best Practices:** I stay informed about industry trends, best practices, and regulatory requirements related to digital communication. I ensure that our digital communication activities adhere to relevant guidelines and standards to maintain trust and credibility

### PARI - Public Affairs Research Institute (2022-2023) Communication Officer

- Developing and implementing effective communication strategies and plans
- Creating clear and concise content for various communication channels, such as websites, social media, newsletters, and press releases
- Ensuring consistent brand messaging and tone across all communication materials
- Monitoring and managing the organisation's online presence and reputation
- Collaborating with internal teams to gather information and create engaging and accurate content
- Conducting research and staying up-to-date with industry trends and best practices
- Managing media relations and serving as a point of contact for journalists and media inquiries
- Organising and coordinating events, such as press conferences, interviews, and public speaking engagements
- Tracking and analysing communication metrics to evaluate the effectiveness of communication efforts

### ASRI - Auwal Socio-Economic Research Institute (2021-2022) Website and Social Media Officer

- Developing and executing digital media strategies to enhance the organisation's online presence
- Creating and managing engaging and high-quality content for digital platforms, including websites, social media, blogs, and online forums
- Monitoring and analysing digital media trends and audience behavior to identify opportunities for growth and improvement.
- Managing social media accounts, including content creation, scheduling, community management, and audience engagement
- Implementing SEO (Search Engine Optimisation) techniques to improve the organisation's website visibility and ranking on search engines
- Utilising analytics tools to track and measure digital media performance, and generating reports to inform decision-making.
- Collaborating with internal teams to align digital media efforts with overall marketing and communication strategies
- Monitoring and responding to online feedback, reviews, and inquiries in a timely and professional manner

### University of Witwatersrand (2019 -2020) Media Studies Department Academic Tutor

- Assisting students with homework, projects, test preparation, papers, research and other academic tasks
- Working with students to help them understand key concepts, especially those learned in the classroom
- Teaching skills to improve academic performance, including study strategies, note-taking skills and approaches to answering test questions
- Demonstrating academic best practices for specific subjects and assignments, including research and writing tactics
- Developing and distributing teaching materials to supplement classroom lessons, including study guides
- Conducting practice tests to track progress, identify areas of improvement and help set goals for exam preparation