



Tshiamo Lerumo

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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

IEC

Tshepiso Makgabo - Local Electoral
Project Officer
+27 11 492 3851

PARI

Pamela Ndlovu-Manager
+27 11 482 1739

ASRI

Angelo Fick - Director
+27 87 15 07 880

Media Studies Department

Professor Ingino Gagliardone - Head of Media Studies
+27 011 717 4140

African Literature Department

Nest Program

Shireen Rubenstein Senior Research Coordinator
+27 11 717 4089

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

IEC- Independent Electoral Commission Democracy Education Facilitator (Current Employment)

- Conducting non-partisan civic & democracy education (including voting and balloting education) on behalf of the Electoral Commission in collaboration with other employees of the Electoral Commission such as Municipal Electoral Coordinators (MOCs), Regional Outreach Officers (ROO), Local Electoral Project Officer (LEPOs)
- Proactively organising gatherings and opportunities for delivering civic & democracy education
- Facilitating and conducting inclusive educational interactions to all members of the community
- Distributing the Electoral Commission's educational and campaign materials such as pamphlets, factsheets, etc. in assigned ward(s) and drawing up schedules for interventions
- Compiling and submission of reports and supporting evidence as required for all interventions

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 (2018 -2020) Media Studies Department Academic Tutor (Post graduate duties)

- 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

University of Witwatersrand Nest Program (2018) Research Assistant

- Conducting literature reviews and gathering relevant research materials
- Assisting in designing research methodologies and data collection instruments
- Assisting in the preparation of research proposals, reports, and presentations
- Maintaining accurate records of research findings and ensuring data integrity
- Collaborating with the research team to coordinate project activities and meet project deadlines
- Assisting in recruiting and coordinating research participants or subjects
- Following research protocols and ethical guidelines to ensure compliance and integrity