

AYABONGA SOGA

ECONOMICS GRADUATE



CONTACT

073 254 7904

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65 Maku Street, Zwide, Gqeberha, 6205

SKILLS

Microsoft office (MS Word, Excel, PowerPoint, Teams, Outlook)

Effective communication

Interpersonal skills

Leadership

Computer literacy

Facilitation

Professionalism

Independence

Administration

Teamwork

Presentation

Quantitative research

Data analysis (Econometric tools)

In-depth interviews

EDUCATION

Matric

Abambo High School

2016-2016

Diploma in Economics

Nelson Mandela University

2017-2019

Advanced Diploma in Economics (CUM LAUDE)

Nelson Mandela University

2020-2021

BCom Honours in Economics

Nelson Mandela University

2021-2021

LANGUAGES

English

IsiXhosa

PROFILE

I am a graduate with theoretical knowledge and experience who is looking for a place where my knowledge, experience and skills can be utilized to benefit the company and simultaneously help me grow.

WORK EXPERIENCE

Executive Assistant

2023-2024

Lawula Investments

- Provide executive support to the CEO and senior staff of the company, including strategic and administrative support ranging from input into the business strategy to diary management and personal assistance.
- Help in business development or revenue generation efforts for all revenue streams and managing submission deadlines.
- Execute delegated tasks which form part of the responsibilities of the director and senior staff from various business interests.
- Providing support to academic and research initiatives
- Generate leads and sales.
- Conduct business development activities including proposals, tenders, and related activities.
- Assist with such other tasks as may be delegated from time to time.

Digital Marketing Intern

2023-2023

FutureMe

- Providing assistance to Marketing team at FutureMe
- Assist in creating and editing content for blogs and social media.
- Research and analyze competitor strategies to identify opportunities for improvement and growth.
- Conduct research on industry trends, customer preferences, and emerging digital marketing tools and techniques.
- Support the team in optimizing website content and conducting keyword research to improve search engine rankings.
- Creating email campaigns using MailChimp
- Creating posters using Canva

Qualitative Data Collector

2022-2023

No Means No South Africa

- Conducting In-depth interviews with the research participants (young girls from selected schools).
- Writing de-briefing reports.
- Translating and Transcribing the interviews.
- Participating in team de-briefing workshops.
- Writing reports for Social Workers for cases that need their urgent attention.

REFERENCES

Ms Zintle Sikhunyana

Supervisor/Lecturer

Nelson Mandela University

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Mr Shepherd Mutangabende

Research, Monitoring and evaluation & Learning Coordinator

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Ms Asiphe Mxalisa

Mentor

Ukhozi Youth Development Programme

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