

Laeeka Edries

"The essence of humanity is empathy"

South Africa
Durban
(+27) 68 357 4902
lykher@gmail.com

EXPERIENCE

1021 Creative, Remote — *Manager, Content Strategy, SSA, Supporting YouTube*

October 2021 - PRESENT - FULL TIME

I manage a dynamic team of individuals from various parts of SSA with a core focus on Culture and Trends that shape these regions.

My roles include: research, data pulling, business development, video review, market research, marketing strategy, recruitment + building new teams, onboarding and offboarding, training of employees, people and project management, client account management, copywriting, editorial, client liaison and creating new systems and workflow processes

[Roya Zeitoune](mailto:royaz@google.com) : royaz@google.com

[Cristina Dionisi](mailto:cristina.dionisi@1021creative.com) : cristina.dionisi@1021creative.com

ITV Networks, Hybrid — *Branch + Production Manager*

May 2017 - July 2021 - FULL TIME

I oversee all of the production in the Durban Studio, manage projects and the Durban stuff of 20 people.

My roles included: show producer, social media producer, copywriter, account manager, recruitment + building teams, presenter, programme coordinator, journalist, marketing, video editing, video review, market research, client/sponsor liaison, admin duties, office maintenance, scriptwriter and training of employees

Zaheer Muhammed: +27 82 698 2562

Rosebank College, On-site — *Senior Lecturer*

March 2017 - January 2019 - FULL/PART TIME

Senior Lecturer to 1st, 2nd and 3rd year Journalism students.

My roles included: lecturer, moderator, programme developer, marking scripts, writing of examination scripts and assessments, creating new modules, admin

[Shayna Ramathour](tel:+27313015212): +27 31 301 5212

SaRamouthar@rosebankcollege.co.za

OBJECTIVE

It is my ambition to continuously hone and grow my skills in the media and marketing industry to provide the best service to the company and client I represent. Creative problem solving is my bread and butter, and my modus operandi is compassion and curiosity. I enjoy working with cross-functional teams where I'm interacting with other regional managers in APAC/LatAm/Americas to optimize workflow in Africa and Europe.

PORTFOLIO

Thinkwithgoogle wrote an entire article based on research found by my team and I.

[Article](#)

[Video](#)

[Newsletters created for the YouTube Shorts Project](#)

SKILLS

Media + Marketing

People + Project Management

iTEN TV, On-site — *Journalist + Producer*

May 2015 - September 2016 - FULL TIME

Multimedia journalist and show producer for lifestyle shows on the channel.

My roles included: journalist, presenter, copywriter, scriptwriter, producer, research, client/sponsor liaison, account management, video editing, video review, market research, social media management

[Masood Boomgaard](#): +27 84 664 1015

Youth News Agency, Remote — *Journalist*

March 2017 - January 2019 - PART TIME

Mid-senior journalist for the YNA as well as mainstream media.

My roles included: research, journalist, photographer

[Ayabulela Paro](#): +27 73 756 8461

DUT Digi Fest, On-site — *Assistant Curator/Coordinator*

March 2014 - September 2014 - Contract

Assistant Curator for the first digital festival hosted by the Durban University of Technology.

My roles included: research, journalist, photographer, social media management, client/sponsor liaison, media liaison, video editor, scriptwriter, copywriter

[Suzy Bell](#): +27 74 254 0769

EDUCATION

Durban University of Technology, South Africa — *Bachelor of Technology in Journalism*

January 2013 - November 2016

Ihsaan Girls' College, South Africa — *Secondary School*

January 2006 - December 2011



Content Strategy

Market Research

Operation Management

Account Management

Editorial

Copywriting

Social Media Management

Digital Marketing

Script Writing

Presenting

Video editing

Content Production

Multimedia Journalist

Producer

LANGUAGES

English - Native

Afrikaans - Mid Level

Urdu - Fluent

Hindi - Fluent

IsiZulu - Mid Level



This is to certify that the
National Diploma
in
JOURNALISM

was awarded to
LAEEKA EDRIES

(9307280242082)

with effect from

25 November 2015

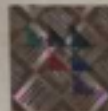
at a congregation of the University

A handwritten signature in black ink, appearing to read 'A C Bawa'.

A C Bawa
Vice-Chancellor

A handwritten signature in black ink, appearing to read 'Prof T Meyiwa'.

Prof T Meyiwa
Registrar



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This certificate is issued under the authority of the Durban University of Technology Council in terms of the Higher Education Act 1997 (Act No. 101 of 1997)