

Dakalo Phalanndwa

Outreach Specialist | Digital Engagement | Relationship Management

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Professional Summary

Results-driven Outreach Specialist with expertise in relationship management, digital outreach, and community engagement. Skilled in email outreach, social media management, content creation, and stakeholder communication. Strong background in research, networking, and public relations, with a track record of building partnerships and increasing engagement. Proficient in CRM tools, Microsoft Office, Google Suite, and online communication platforms. Passionate about expanding brand awareness and fostering meaningful connections in a remote work setting.

Core Skills & Competencies

- ✓ Outreach Campaigns & Partnership Building
 - ✓ Email & LinkedIn Outreach
 - ✓ Lead Generation & Prospect Research
 - ✓ Social Media & Digital Marketing
 - ✓ Content Creation & Engagement Strategies
 - ✓ Stakeholder & Community Relations
 - ✓ CRM & Data Management (HubSpot, Salesforce)
 - ✓ Microsoft Office & Google Suite
 - ✓ Strong Written & Verbal Communication
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Professional Experience

Outreach & Engagement Coordinator (Freelance/Remote)

- Developed and executed email and social media outreach campaigns to increase brand awareness.
- Researched and identified potential partnerships, influencers, and business collaborations.
- Managed communication and follow-ups with prospects, ensuring a strong engagement strategy.
- Created outreach materials, including personalized emails, pitch decks, and social media messages.
- Tracked and analyzed campaign performance using CRM and outreach tools.

Biodiversity Officer Intern (Stakeholder & Public Engagement Focus)

Gauteng Department of Agriculture, Rural Development, and the Environment | Nov 2022 – Nov 2024

- Coordinated community outreach initiatives to promote biodiversity awareness.
- Built relationships with government agencies, NGOs, and local organizations for conservation projects.
- Managed data collection and report writing, ensuring transparency and compliance.
- Conducted educational workshops and online awareness campaigns.

Environmental Education Officer (Volunteer) – Community & Public Relations

National Zoological Gardens | Apr 2022 – Nov 2022

- Developed and implemented outreach programs to engage schools and communities.
- Strengthened relationships with educational institutions and conservation groups.
- Managed event planning and coordination, ensuring strong participation.

Quality Controller / PSHB Field Monitor – Outreach & Awareness

City of Cape Town Municipality | Nov 2020 – Jun 2021

- Assisted in stakeholder communication to promote environmental initiatives.
- Conducted awareness campaigns and workshops on invasive species management.

- Provided administrative and technical support for community engagement programs.

Education

- Advanced Diploma in Nature Conservation
Tshwane University of Technology (Completed – Certificate Awaiting)
- National Diploma in Nature Conservation
Tshwane University of Technology (Completed)

Certifications & Technical Skills

- ✓ CRM Software (HubSpot, Salesforce, Zoho CRM)
 - ✓ Social Media Management & Digital Outreach
 - ✓ Content Creation (Canva, PowerPoint, Copywriting)
 - ✓ Microsoft Office (Word, Excel, PowerPoint, Outlook)
 - ✓ Google Suite (Docs, Sheets, Drive, Calendar)
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References

Available upon request.
