

NOKUKHANYA MNISI:

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PROFESSIONAL SUMMARY

Results-driven law graduate with a strong background in data analytics and digital communication. Leveraging experience as a virtual assistant and social media manager, skilled in engaging potential clients, nurturing leads, and driving conversions. Proven track record of successfully managing outreach campaigns and encouraging participation in mentorship programs and retreats. Equipped with advanced data analysis skills for informed decision-making, a quick learner with a logical mindset, and a strong work ethic. Seeking a role to effectively contribute to a dynamic team, utilizing excellent communication and lead-generation expertise.

EDUCATION

2015 -2018: UNIVERSITY of the Witwatersrand

Bachelor of Arts - Law and Philosophy

2022 - 2025: UNIVERSITY of the Witwatersrand

Bachelor of Laws

TECH ACTIVITIES & CERTIFICATIONS

2023: ALX AFRICA - (Data Analytics specialisation with ExploreAI)

- 6-month intense course specialising in Data Analytics where I was assessed on a number of key concepts; SQL programming, data processing & cleansing, and data visualisation with the use of tools such as PowerBi.

2024: HubSpot Academy - Digital Advertising

- Completed a comprehensive course on digital advertising, focusing on planning, creating, and optimizing campaigns across platforms like Google, Facebook, and LinkedIn.
- Gained expertise in audience segmentation, keyword research, ad copywriting, and budget management.
- Acquired skills in using data-driven insights for campaign optimization and performance analysis, as well as a strong understanding of retargeting strategies, conversion tracking, and ad metrics to maximize ROI.

PROFESSIONAL EXPERIENCE (ESL teaching)

2019 -2020: JINAN INTERNATIONAL KINDERGARTEN, CHINA: English Teacher

- Developed and executed a comprehensive teaching plan covering English language, mathematics, science, and social studies.
- Employed diverse instructional methods, including songs, stories, multimedia, games, art, and outdoor activities, to create an engaging and interactive learning environment.
- Fostered language development and foundational skills through play-based learning and tailored lessons to meet individual student needs.
- Encouraged social and emotional growth by promoting teamwork, communication, and positive behavior in the classroom.

PROFESSIONAL EXPERIENCE (FREELANCE)

2021-2023: THE WRITING ROOM: Social Media Manager and Virtual Assistant

- Leveraged communication and engagement strategies to convert leads into customers, including writers for mentorship programs and retreats.
- Managed and fostered relationships with a cohort of writers, ensuring efficient communication, coordination, and follow-up to drive participation and engagement.
- Excelled at managing leads, nurturing prospects through consistent follow-up, and encouraging sign-ups, contributing to a successful conversion pipeline.
- Developed, posted, and tracked content on multiple social media platforms, optimizing scheduling to maximize reach and capture the attention of potential clients.

2021-2022: UPWORK: YouTube Scriptwriting

- Conducted thorough research for background material, ensuring the production of well-informed and engaging video scripts.
- Crafted entertaining and straightforward video scripts with perfect grammar, spelling, and punctuation.

KEY SKILLS

- **IT skills;** Microsoft Excel (**Advanced**) Power BI (**Advanced**)
- **Project Management;** Asana (**Advanced**), Monday.com (**Advanced**)
- **Programming languages;** MySQL (**Advanced**)
- **Languages;** English (**Native**)

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

- Student Ambassador - Wits graduate recruitment programme (**2018**)