

Alexa

Senior Educator, Academic Content Specialist & Social Media

Manager

Cape Town, South Africa

ROOCRUIT

PROFESSIONAL SUMMARY

A highly qualified academic and educator with a PhD in Education and extensive experience in professional writing, editing, and content strategy. Expert in developing educational materials, including textbooks and study guides, with a proven track record of delivering high-quality outputs for diverse clients spanning health sciences to economics. Combines pedagogical expertise with digital marketing proficiency to create compelling brand identities and academic excellence.

KEY SKILLS

- Academic Writing & Post-Doctoral Editing
- Curriculum & Textbook Development
- Social Media Strategy & Management
- Brand Identity & Content Creation
- History & English Subject Specialist
- Research & Dissertation Supervision
- Public Relations & Influencer Engagement
- Graphic & Web Design Basics

PROFESSIONAL EXPERIENCE

Social Media Manager

July 2022 – Present

Specialist Wealth Management Firm

Creating original content for Facebook and LinkedIn, developing comprehensive social media strategies, managing graphic and web design tasks, and building a recognizable brand identity.

Senior History Teacher

January 2022 – Present

Leading Online High School

Leading history instruction and curriculum delivery in a digital-first academic environment.

Freelance Academic Editor & Writer**January 2016 – Present***Independent Consultancy*

Providing expert proofreading, writing, and editing services for academic dissertations and articles up to Post-Doctoral level. Subject matter expertise includes Economics, Philosophy, Health Science, and Education.

Copywriter**January 2018 – December 2021***Boutique Media & PR Agency*

Authored press releases, executed influencer engagement strategies, and devised social media campaigns. Responsible for reporting and creating strategic content for diverse brands across various industries.

English, History & Dance Educator**January 2015 – December 2021***Premium Private College*

Taught English (Standard & Advanced Programme), History, and Dance at a secondary level.

Project Manager & Subject Specialist: History**January 2020 – October 2020***International Educational Publishing House*

Managed educational publishing projects and provided subject matter expertise for History curriculum materials.

Study Guide Author**January 2012 – December 2015***National Distance Learning College*

Authored Grade 11 and 12 Life Orientation and History study guides.

Co-Author: 'Platinum Creative Arts'**June – December 2012***Global Institutional Publisher***Educator (Various Roles)****2009 – 2014***Multiple High Schools (Public & Private)*

Held various teaching positions focusing on History, English, Dance, and Life Orientation.

EDUCATION

PhD in Education | University of Cape Town (2020)

Masters in Education (by Dissertation) | University of Cape Town (2012)

Post Graduate Certificate in Education (PGCE) | University of Cape Town (2008)

Highest Teaching Practice result (2008) | Highest overall mark (2008)

Bachelor of Arts: English and Dance | University of Cape Town (2007)

Awarded: Keswick Prize for Lucidity in Writing (2007)

CERTIFICATIONS

Certificate in Social Media Marketing | Shaw Academy (2018)
