

# ROOCRUIT

# GERZELL

## Communication & Media Professional

Western Cape, South Africa

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## PROFESSIONAL SUMMARY

Experienced Media Communications professional with over a decade of expertise in government communication, public administration, and broadcast industries. Proven track record in coordinating intergovernmental relations, policy analysis, and managing media liaison support for high-level organizational activities. Possesses strong management competencies, excellent resource management skills, and deep knowledge of political and parliamentary processes in South Africa.

## KEY SKILLS

- Political & Parliamentary Process Knowledge
- Policy Analysis & Development
- Intergovernmental Relations
- Strategic Communication Planning
- Brand Identity & Creative Strategy
- Stakeholder & Client Relationship Management
- Project & Event Coordination
- Media Liaison & Outreach
- Digital Marketing & Content Strategy
- Team Leadership & Resource Management

## PROFESSIONAL EXPERIENCE

### Freelance Brand & Content Specialist

Feb 2022 - Present

#### *Independent Consultancy*

- **Brand Identity Creation:** Crafted tailored brand identities for small businesses from concept to execution, including logos, color schemes, and brand voice.
- **Event Planning:** Planned and executed events and shows, overseeing logistics, planning, and creative elements to deliver seamless experiences.
- **Lifestyle Content & Blog Writing:** Developed high-quality lifestyle-focused content and blogs aimed at enhancing brand visibility and fostering customer engagement.

**Assistant Director: Media Liaison****June 2018 - Feb 2022***National Government Communication Agency*

- Streamlined journalist access to national government information and cultivated intergovernmental relations within Parliament.
- Coordinated government communication activities, including media liaison support for Cabinet and Ministerial engagements.
- Developed and implemented media strategies aligned with government priorities and communicated key policy positions.
- Monitored parliamentary activities to identify matters affecting the Portfolio and responded accordingly.
- Managed and supervised a team, ensuring adherence to Public Service policies and departmental prescripts.

**Regional Communication Coordinator****May 2016 - June 2018***National Government Communication Agency*

- Developed and implemented regional communication strategies, resulting in a 30% increase in public awareness and service delivery.
- Managed relationships with internal and external stakeholders, facilitating effective information dissemination.
- Led the adoption of digital tools for community engagement, improving reach and interaction metrics.

**Client Relationship Manager****Oct 2015 - May 2016***Digital Marketing & Automated Technology Firm*

- Fostered strong client relationships and provided strategic communication support.
- Crafted tailored pitches and managed media outreach efforts to support client objectives.
- Oversaw the creation of impactful media content and reports.

**Project Manager****Nov 2014 - Sep 2015***Creative Media Agency*

- Led project management efforts, including media campaigns and client communications.
- Coordinated with media agencies to deliver effective campaigns and track performance.
- Demonstrated strong organisational skills and attention to detail in project execution.

**Account Manager**

**May 2013 - Oct 2014**

*Regional Commercial Radio Station*

**Operations Coordinator / Content & Programming  
Coordinator**

**June 2008 - July  
2012**

*Leading South African Broadcasting Group*

**EDUCATION**

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**Post-Graduate Diploma in Project Management**

University of Stellenbosch, Cape Town

**Bachelor of Arts in Communication and Social Sciences**

University of the Western Cape, Cape Town

**Performance Art Diploma**

London Academy of Music and Dramatic Arts (LAMDA), London

**CERTIFICATIONS & TRAINING**

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**The Fundamentals of Digital Marketing** - Google Certificate

**Leading Strategic Innovation in Organisations** - Vanderbilt University (Owen  
Graduate School of Management)

**Creative Writing Certificate** - Tshwane Training Institute

**Business Management Training** - Professional Corporate Training