

# Liada

## Communications and Marketing Professional

Garsfontein, South Africa

**ROOCRUIT**

### PROFESSIONAL SUMMARY

Communications and Marketing professional with over two years of experience in institutional communications, media relations, digital marketing, and stakeholder engagement. Skilled in creating high-quality content, drafting press releases, coordinating communication campaigns, and executing marketing strategies with a strong track record of transforming insights into actionable creative concepts. Adept at leveraging AI and digital tools to enhance research, creative ideation, and campaign execution, ensuring all materials align with brand identity and strategic objectives.

### KEY SKILLS

- Meta Ads and Digital Marketing
- Content Creation and Copywriting
- Creative Strategy & Concept Development
- Communication Planning & Advertising
- Stakeholder Communication & Liaison
- Analytical & AI-Driven Research
- Crisis Communication
- Graphic Design & Publications Management

### PROFESSIONAL EXPERIENCE

**Assistant Media and Publications Officer**

**May 2023 – Present**

### *Leading South African Academic Institution*

- Manage social media platforms, website content, internal communication, and graphic design for institutional publications.
- Write, edit, and proofread content for newsletters, annual reports, performance plans, and strategic marketing materials.
- Draft and distribute press releases regarding institutional events, research breakthroughs, and staff/student achievements.
- Coordinate the production of print and digital advertisements and publications from concept to distribution.
- Conduct market research and monitor competitor advertising trends using tools like Meta Ad Library and Foreplay.
- Develop compelling, audience-focused scripts and copy tailored for specific campaigns to maximize engagement and conversions.
- Utilize AI-driven tools for rapid iteration, concept testing, and content optimization to ensure data-informed results.

### **Tutor (Communications & Media Studies)**

**February 2023 – November 2023**

### *Public Higher Education Institution*

- Tutored 1st-year students in communications and media studies, facilitating a deep understanding of course material.
- Developed tailored learning plans to meet diverse academic goals and provided regular feedback to academic staff.
- Managed administrative duties including marking assignments and monitoring student progress.
- Fostered an inclusive learning environment to encourage high levels of student engagement.

## **EDUCATION**

### **BA Honours in Communication and Media Studies (In Progress)**

University of Venda

Started: Jan 2025

## **Bachelor of Art Communications and Media**

University of Venda

Obtained: 2023

## **National Senior Certificate**

Mpandeli Secondary School

Obtained: 2019

## **CERTIFICATIONS**

### **Digital Advertising and Digital Marketing 101**

Alison (Corporate Training Provider) | 2025

## **LANGUAGES**

English, Venda, Pedi, Zulu, Xhosa, Ndebele, Tswana