

MABOYA PHILLIP SENYANE

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BA COMMUNICATION STUDIES GRADUATE

Ambitious and results-focused Communication Studies graduate with a solid understanding of communication principles, theories, and practices. Adept at crafting compelling messages and delivering presentations to diverse audiences. Committed to delivering high-quality work and contributing to a dynamic team environment.

KEY COMPETENCIES

- Graphic Design (Canva)
- Social Media Management
- Visual Storytelling
- SEO Content Writing
- Editing Skills
- Research and Analysis
- Team Collaboration
- Time Management for projects
- Microsoft Office

PROFESSIONAL EXPERIENCE

Elemenska Bakery

Oct 2024 - Present

Social Media Coordinator - Volunteer

- Create engaging content for all company social media platforms.
- Monitor and respond to customer inquiries on social media channels promptly.
- Analyze data from various campaigns and create reports accordingly.
- Develop strategies to grow the social media following of the brand.
- Analyze trends to stay updated with industry trends and best practices.

Nhlanhla Cosmetics

Sep 2023 - Feb 2024

Assistant Graphic Designer - Volunteer

- Designed and formatted marketing materials such as brochures, flyers, and social media graphics
- Ensured designs align with brand guidelines.
- Analyzed trends to stay updated with industry trends.
- Assisted senior designers in creating and developing design concepts for various projects.
- Maintained archive of images, photos and historic collateral.

EDUCATION & CERTIFICATION

Bachelor of Arts in Communication Studies

University of Limpopo - 2024

Majors: Government Communication, Integrated Marketing, Corporate Communication, Events Management & Health Communication

Graphic Design Essentials (Canva)

<https://canva.com/designschool/certification-award/39f61f22-96cb-42a4-b7e0-10e11f05feab>

Grade 12 (National Senior Certificate)

Phomolong Senior Secondary School - 2019

REFERENCES

MR M SENOAMADI

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ELEMENSKA BAKERY
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NHLANHLA COSMETICS
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