

# Meneesha Govender

Social Media Manager, Content Creator, Teacher

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## EXPERIENCE

### *Social Media Management, Content Creation and Web Design/Freelance*

CURRENT

I have designed my portfolio as well as a few other websites for a makeup artist and corporate entity.

I manage my own brand and the social media sites linked to it.

I have built websites for Jacky Jet Makeup, Magsha Enterprises and Bias Binding.

I also set up and wrote the first six blogs for acky Jet. I then trained her in writing and managing her own social media platforms.

I have built and started off the Facebook and LinkedIn platforms for Schwenn Inc, a company of attorneys in Durban.

I write the [JustMeneesha](#) blogs.

I also did the PR and content creation campaign for [Fashion Revolution](#) Durban.

I ghostwrite blogs for influencers in Durban.

### *Website/SAFREA*

CURRENT

I was responsible for the overhaul of the Southern African Freelancers' Association's website and ensuring it functions optimally.

I also write content for the SAFREA website.

## SKILLS

I am a self-starter who is passionate about the work I do. I work well under pressure and will meet deadlines.

My most notable achievement was spearheading and driving the Daily News's online presence. In November 2016, the Daily News had 12 00 Facebook followers and over 7 500 Twitter followers. These platforms were started and run by me solely.

I am adept at writing, editing, reviewing, web design, social media management, mentoring, coaching and teaching.

## OBJECTIVE

“Clearly communication is more than words. There is the intention behind the

## ***Social Media Manager/SAFREA***

CURRENT

I manage and create content for the Instagram, LinkedIn and Facebook pages of the Southern African Freelancers' Association.

## ***Social Media Coach/Freelance***

CURRENT

I run online social media workshops where I offer one-on-one lessons on anything from the basics of social media to how to use keywords for maximum reach.

I pride myself on tailoring my lessons to the needs of the student.

## ***English Coach/Intercountry***

CURRENT

I coach French executives in English. Learners are all adults from France who want to learn English for business.

## ***English Teacher/Cosylearning***

CURRENT

I teach English as a second language to students online. Most of my students are adults from Turkey who want to learn conversational English.

I also coach university students who need to write essays in a more formal manner.

## ***Online Editor and Books Editor/Daily News***

March 2011-NOVEMBER 2016

I was responsible for starting and running the Daily News's online presence, which included a website, Facebook page, Twitter feed and Instagram.

As part of the Daily News mentorship program, I taught interns how to work effectively as a mobile journalist and how to use social media to break news stories. My focus was teaching journalists the value of social media and how it could complement traditional print media.

words. And intention is the most powerful force in any communication.”

Layne and Paul Cutright

## **LANGUAGES**

English

Afrikaans

I also trained journalists in writing for news websites and social media.

I trained editors and journalists from other newspapers in the Independent Media group in Durban to start and build their own websites and social media platforms.

As a books editor, I interviewed local and international authors, reviewed books, wrote a weekly books column and conceptualised a weekly books page for the newspaper.

### ***Wire Editor and Content Editor/Daily News***

JUNE 2000-FEBRUARY 2011

I was responsible for choosing content for the Daily News's opinion and lifestyle pages.

I checked reporters' stories before sending out to be used in the newspaper.

I chose content from agencies and sister newspapers for use in the Daily News.

As a content editor, I was responsible for mentoring junior reporters in writing good, clean news stories.

I also mentored journalists who wrote feature articles and opinion pieces.

### ***Sub-Editor/The Natal Witness***

MARCH 1998-MAY 2000

I sub-edited and revised copy, as well as and layed out pages in the newspaper.

### ***Tutor and Lecturer/University of KwaZulu-Natal***

1995-1997

I tutored first- and second-year English students for three years.

In 1997, I lectured second-year students in women's literature and South African Literature modules.

I also tutored second-language English students at the university.

## **EDUCATION**

### ***Bachelor of Arts/University of the Witwatersrand***

1990-1993

I majored in African Literature and Psychology

### ***BA Honours/University of the Witwatersrand***

1994

I graduated with a First Class pass in African Literature

### ***BA Masters in South African Literature/University of KwaZulu-Natal***

1995

I graduated Cum Laude

### ***Media Management/Rhodes University***

2007

I received a certificate of completion

### ***Social Media Management/GetSmarter-UCT***

2017

I have a diploma

### ***Web Design/GetSmarter-UCT***

2017

I have a diploma

### ***Web Design/Keyline Design College***

2017

I have a diploma in Wordpress design

## **VOLUNTEER EXPERIENCE/LEADERSHIP**

I am currently the KZN Chair of the Southern African Freelancers' Association (SAFREA).

I am also the Chair of the Executive Committee of SAFREA.

I sit on the the Executive Committee and hold the Social Media and Communications portfolio in the organisation.