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# MENEESHA GOVENDER

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[LINKEDIN](#)

**WEBSITES**  
[JUST MENEESHA](#)  
[M&R COLLECTIVE](#)

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## OBJECTIVE

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**“Clearly communication is more than words. There is the intention behind the words. And intention is the most powerful force in any communication.”**

Layne and Paul Cutright

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## SKILLS

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I am a self-starter who is

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## WORK EXPERIENCE

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### **BLOGGING AND FEATURE WRITING/FREELANCE**

June 2014 – Present

I write regular blogs for my [Just Meneesha](#) website as well as the [M&R Collective](#) website.

I have also written for the Southern Africa Freelancers' Association. These blogs can be found on their [website](#).

In April 2018, I did the PR and content creation campaign for [Fashion Revolution](#) Durban.

### **ENGLISH COACHING/INTERCOUNTRY**

June 2018 – Present

I coach French business executives in France in doing business in English. I also sometimes write or edit their presentations and speeches.

### **SOCIAL MEDIA COACHING/FREELANCE**

Present

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. I also collaborated on, Power Platform, a workshop for businesswoman in Durban. Here I helped attendees negotiate online business tools to help build their businesses.

### **ENGLISH COACHING/COSYLEARNING**

Present

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.

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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.

As chair of the Southern African Freelancers' Association I amassed valuable experience and knowledge in the corporate sector. I learnt important leadership skills and how to best work in a diverse group.

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### **CONTENT CREATION, WEB DESIGN, SOCIAL MEDIA MANAGEMENT/THE OFFICE 97**

July – November 2018

I was responsible for moving the company's website from Wix to WordPress and optimising it for SEO.

I created content for the company's social media pages and ghost-wrote the first three blogs on the website.

### **WEB DESIGN/MAGSHA ENTERPRISES**

September 2018

I redesigned and updated the content for the company's website

[magsha.co.za](http://magsha.co.za)

### **WEB DESIGN/AFRICA MUSLIM PEACE ORGANISATION**

August 2018

I built and created the content for the organisation's website

[ampo.web.za](http://ampo.web.za)

### **WEBSITE AND SOCIAL MEDIA MANAGEMENT/SAFREA**

March 2017 – September 2018

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

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

I also drove many of SAFREA's campaigns on social media – Rates Report 2018, Madex 2018, Meet the Freelancer, and a recruitment drive in 2018.

### **SOCIAL MEDIA SETUP/SCHWENN INC**

May 2018

I built and started off the Facebook and LinkedIn platforms for Schwenn Inc, a company of attorneys in Durban. I also revamped the LinkedIn page of their CEO, Charmaine Schwenn

### **GHOST WRITING/JACKY JET MAKEUP ARTIST**

July 2017 – December 2017

I created the Jacky Jet blog and conceptualised and wrote the content for her first six blogs.

[jackyjet.com](http://jackyjet.com)



### **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.

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/NATAL WITNESS**

March 1998 – May 2000

I sub-edited and revised copy, as well as and laid 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.

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**EDUCATION**

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**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 received a diploma

**WEB DESIGN/ GETSMARTER UCT**

2017

I received a diploma

**WEB DESIGN/KEYLINE DESIGN COLLEGE**

2017

I have a diploma in Wordpress design

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**VOLUNTEER EXPERIENCE OR LEADERSHIP**

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

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

I sat on the the Executive Committee and held the Social Media and Communications portfolio in the organisation.

