

# KAPUNGWE BESA

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## WORK HISTORY

### SOCIAL MEDIA CORDINATOR

*My Edge Mag: Seventh-day Adventist Church Australian Union Conference | October 2018 – Currently*

- Scheduling Facebook and Instagram posts.
- Creating graphics.
- Scheduling articles daily for the website.
- Conduct interviews with young adults & speakers.
- Communication (emails and phone calls).
- Coordinating and organising events and quarterly meetings.
- Team leading.
- Outsourcing content for socials and website.
- Presenting and running workshops.
- Advertising and Marketing.
- Writing, proofreading and editing articles.

### PERSONAL ASSISTANT

*Women and Family Ministries Director: Seventh-day Adventist Church Australian Union Conference | October 2021 – September 2022*

- Scheduling Facebook and Instagram posts.
- Growing social media presence on Instagram and Facebook.
- Creating graphics.
- Meeting minute keeping.
- Organising meetings with interstate directors.
- Great communication with supervisor.
- Communication (emails and phone calls).
- Outsourcing content for socials and website.
- Advertising and marketing for events.
- Writing social media copy.

### SOCIAL MEDIA CORDINATOR

*Victorian Conference: Revelation Today | April 2019 – August 2019*

- Scheduling Facebook and Instagram posts.
- Boosting Facebook adverts for the event.
- Using social media to inform the audience of when the programs will happen.
- Replying to Facebook and Instagram messages about the program.

### SOCIAL MEDIA INTERNSHIP

*Jeremy Anderson: Public Speaker | May 2017 – July 2019*

- Regular editing of videos for YouTube and Instagram, which entailed social media regulating.

- Worked on deadlines to deliver visuals for YouTube and Instagram.

### **DSCRIBE | Deakin University Student Online Magazine**

*Journalist | March 2017 – June 2017*

- Wrote lifestyle and entertainment articles for the magazine.
- Was responsible for sourcing our own stories and interviews.
- Worked under multiple editors.

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### **SKILLS**

- Proficient in Microsoft Office and WordPress.
- Working knowledge of: InDesign, Premier Pro, Photoshop, Illustrator, Canva, Mailchimp
- Effective writer and communicator.
- Social Media Proficient: Instagram, Facebook and Twitter

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### **EDUCATION**

#### **BACHELOR OF ARTS**

Deakin University, Australia | *March 2015 – December 2017*

- Major: Journalism, Minor: Public Relations
- Graduation: June 2018

#### **MASTER OF COMMUNICATION**

Deakin University, Australia | *August 2022 –*

- Specialisation: Digital Media
- Graduation: 2024

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### **REFERENCES**

Mr Fraser Catton – Burwood Church Pastor

Email: [frasercatton@adventist.org.au](mailto:frasercatton@adventist.org.au)

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Ps. Jeff Parker – Director of Youth and Young Adult Ministries (Seventh-day Adventist Church)

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