

THUVESHNIE GOVENDER

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I am a versatile multimedia professional with 2+ years of experience. I am currently working as the social media manager and content producer of The Daily Voice newspaper, as well as a news reader on Magic 828. With further experience in event assistance, content writing, ad sales, and more. I aim to continually grow in skills and creativity, to add value to the teams I work with, build meaningful connections and become a strong presence within the industry.

Core Competencies

- Social Media Management
- Content Production
- Content Writing & Editing
- Voiceover & Radio News Reading
- Brand Strategy & Research
- Canva, CapCut, Meta Business Suite
- Microsoft Office Suite

Professional Experience

INDEPENDENT MEDIA | THE DAILY VOICE

Social Media Manager and Content Producer Intern| March 2025 - Present

- Grew Facebook followers by 3.2% (+14k followers/ current net total is 459,855) and TikTok followers by 20% (+5k) within 2 months using targeted platform strategies and creating evolved content.

- Increased Instagram profile visits by 60.6% and interactions by 1,900+ within just 30 days, driving 68.7% external link clicks and doubling business address taps.
- Created and curated all native content for Instagram, helping develop brand identity and taking full responsibility and accountability for copy, visual direction and grid layout/aesthetic. Ensuring visual consistency, improved readability, and higher engagement.
- Produced and designed daily posts, using CANVA, often repackaging breaking news stories to drive traffic to the Daily Voice website, whilst also treating the social platforms as a product on their own, with a unique community/audience to grow.
- Collaborated with the editorial and design teams to create relevant content, including carousel posts, reels, TikToks, etc.

MAGIC 828 AM RADIO STATION

News Reader & Voice Over Artist | April 2025 - Present

- Researched, wrote and recorded daily local, national and international news bulletins for broadcast.
- Gained hands-on experience in basic audio editing using Reaper, editing news bulletins for timing, tone and broadcast quality.
- Provided voiceover work, including recording a promotional advertisement for the Cape Town International Jazz Festival.
- Adapted writing style for radio scripts.

IOL NEWS

Intern | March 2025 - Present

- Conducted in-depth research on IOL and Independent Media brands, along with their competitors, identifying differences and opportunities to refresh and modernise the brands to attract new audiences.
- Collaborated on brand strategy development.
- Co-developed and presented a brand strategy presentation/proposal to internal stakeholders, backed by said research and analysis.

DENTSU CREATIVE

Freelance Writer | March 2023 - Present

- Wrote expert-informed, trend-driven feature articles and advice pieces aligned with brand tone and client objectives.
- Conducted interviews and social experiments to enhance article content with credibility and originality.
- Developed and applied strong research and analytical skills to tackle stories from fresh perspectives and tones.
- Consistently met deadlines, upholding high editorial quality and maintaining excellent time management skills.

MUSE MAGAZINE | MAC MEDIA

Freelance Writer & Ad Sales Representative | April 2023 - Present

- Researched and approached prospective advertisers, tailoring sales pitches to align with client needs and audience relevance.
- Curated and conducted interviews with prominent people in the local art, food, design, style, and travel scene.
- Wrote feature articles on the above people, and have supported further editorial content through writing and client liaison.
- Contributed to social media copywriting and ad design (using Canva) for both digital and print purposes.

HIGHBURY MEDIA | TFG/HABARI MEDIA

Editorial and Digital Intern | February 2021 – November 2021

- Managed social media accounts for 7-8 lifestyle titles under TFGmedia and Habari Media. Including content strategy, copywriting, visual curation, etc.
- Wrote both digital and print articles for brands like FitLife Magazine, BalancedLife Magazine, and the TFGmedia website, covering wellness, lifestyle and personal growth topics.
- Conducted, transcribed and wrote feature articles on 20+ South African Media personalities, entrepreneurs, and creators for both print and digital media.

Further work experience available upon request.

Education & Certifications

University of Cape Town (2017-2021)

Bachelor of Arts Degree (BA)

Majors: English Language & Literature, Media & Writing, Film & Television Studies

University of Cape Town Via GetSmarter (2022-2022)

UCT PUBLIC RELATIONS short course

References and further information available on request.