

MONIQUE WEBSTER

BIS SPECIALISED IN PUBLISHING

ABOUT ME

Proactive Information Science professional—specialised in Publishing—with a passion for project administration, marketing, and all things content writing. I pride myself on continually developing dynamic ways to optimise systems and workflows that allow me to find the most efficient way to get things done. Additionally, I have a strong background in digital content writing, corporate communication and social media coordination.

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Location: Pretoria, Gauteng

EDUCATION

Bachelor of Information Science Specialised in Publishing

University of Pretoria

2020 - 2022

Subjects:

English (Literature)(TESOL)(Copy-editing); English (Linguistics); Publishing (Commissioning) (Marketing)(Electronic)(Magazine and corporate environment); Publishing (Copy-editing)(Design and Layout); Publishing (Introduction and history); Popular fiction; Visual Culture (New media); Visual culture (Introduction)(Design perspectives); Marketing (Introduction)(Application); Information Science (Social and ethical issues); Information Science (Introduction)(Personal knowledge management)(Information and communication technologies); Community-based project.

WORK EXPERIENCE

Social Media Coordinator at WeBuyCars

July 2021 - Present

As the Social Media Coordinator, I assist with managing all company social media communication in alignment with the brand voice. I generate monthly reports based on customer satisfaction sentiment and trending topics, administer and track company reviews for commission-based purposes, and liaise with third-party suppliers for company events and branding services.

My contributions have resulted in on-brand work events and merchandise. I also collaborate with a design team, generate written content for traditional and digital marketing objectives, and assist with user experience and website interface testing. In collaboration with my team, we increased the company's overall marketing leads by 25% within a 12-month period.

PUBLICATIONS

Herbert Dhlomo Collection: Valley of A
Thousand Hills & The Girl Who Killed To
Save

2022

As part of our community project at The University of Pretoria, we digitised out-of-copyright titles that were not available to the public. My group and I decided after the project that we would like to contribute our services to Bridge Books in Johannesburg and republish the title we previously digitised as a print book.

Working on this project required me to apply my hard skills as a publisher to retype and edit a print title. Additionally, I assisted with meeting scheduling, media/press publications and marketing the content.

SKILLS & PROFICIENCY

Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

Social media management tools (Hootsuite, Buffer, Sprout Social, DataEQ)

Google Suite (Docs, Sheets, Slides, Forms, Drive)

HTML/CSS coding

User experience (UX) design

Search engine optimization (SEO)

Content management systems (CMS) (WordPress, Drupal, Joomla)

Graphic design software (Adobe Photoshop, Illustrator, InDesign)

Data analysis tools (Data EQ, Google Analytics, Tableau, Excel)

Email marketing tools (Mailchimp, Touchbase Pro)

Copywriting and content creation

Emotional intelligence

Adaptability and flexibility

Creative thinking and innovation

Communication skills (verbal and written)