

WRITER. JOURNALIST. CONTENT WRITER. COMMUNICATIONS SPECIALIST.

SUMMARY

I am a writer, journalist, content writer, and communications specialist with over a decade of experience in media, publishing, and strategic communications. At heart, I consider myself a dedicated reader who has had the privilege of telling people's stories. Throughout my career, I have written essays and articles offering insightful analysis on literature, history, art, culture, digital media, politics, and fashion. In addition, I have produced B2B and B2C content, crafted and edited engaging copy, and managed dynamic social media campaigns for the higher education institution sector. My work also extends to designing and executing PR and communications strategies that elevate organisational visibility across social and print media platforms.

KEY COMPETENCIES

Writing	Content creation	Copy editing
Editing	PR and Communications strategy	Content strategy
Critical thinking skills	Social media marketing	Problem-solving
Proofreading	Fact-checking	SEO

1. PROFESSIONAL EXPERIENCE

Freelance writer, journalist and critic

July 2013 — present

- Authored *It's Not Inside, It's On Top: Memorable Moments in South African Advertising* (NB Publishers, March 2021).
- Contributed an essay to the anthology *Our Ghosts Were Once People* (Jonathan Ball Publishers, August 2021).
- Wrote the introduction for *The Last Interview and Other Conversations: Billie Holiday* (Melville House Publishing, September 2019).
- Published articles and essays in notable publications including *The New Yorker*, *The Guardian (US)*, *Quartz Africa*, *The Los Angeles Review of Books (LARB)*, *Mail & Guardian*, *Africa Is a Country*, *Glamour South Africa*, and *The Johannesburg Review of Books (JRB)*.
- Focused on topics ranging from culture and media criticism to African history, advertising, and global societal issues.

Africa Is a Country (AIAC)

Staff Writer

Nov 2023 — Present

(Remote)

- Devise and write articles and essays between 1,500 to 3,000 words on news stories happening across South Africa and the African continent.
- Edit and copy-edit articles and essays.
- Contribute content strategy to monthly editorial meetings and suggest topics for the publication.
- Co-established and run the AIAC Mzansi Bureau which focuses on amplifying important voices in South Africa.

Technological Higher Education Network South Africa (THENSA)

Media Liaison Officer

April 2019 - Oct 2023

(Pretoria, South Africa)

- Developed and promoted projects and programs through SEO-optimised press releases, newsletters, and articles.
- Created engaging content for digital platforms, including the website, Instagram, Facebook, LinkedIn, and X (formerly Twitter).

- Negotiated and led media interviews on major platforms such as eNCA, Newzroom Afrika, Ukhozi FM, Power FM, Radio 702, University World News, The Star, and The Sowetan to publicise key organizational events.
- Produced and hosted a podcast focused on higher education, targeting strategic partners and stakeholders.
- Designed and developed promotional materials for workshops, conferences, and organizational events.

Timeline

Contributing Writer (retrenched)

Jan 2018 - May 2018

(New York City, USA)

- Researched and authored in-depth articles of about 1,500 to 2,500 words exploring key cultural and historical aspects of Black American history.
- Topics included the origins of the dashiki, the evolving significance of head wraps, the working-class and cultural roots of the zoot suit, and the linguistic traditions behind call-and-response in rap music.

David Curzon (Author and Poet)

Part-Time Assistant

April 2016 - May 2018

(New York City, USA)

- Provided editorial support to poet and writer David Curzon by writing, copy-editing, and refining his manuscripts. Organised and archived his personal letters, ensuring preservation of valuable correspondence. Additionally, managed his email and phone communications.

2. INTERNSHIPS & FELLOWSHIPS

Quartz Africa

Editorial Intern

June 2017 - Sep 2017

(New York City, USA)

- Wrote, researched and reported on key news stories concerning business, culture, and technology across Africa.
- Published articles, including a trend piece on the rise of social media platforms promoting African tourism and an investigative report on the limited mainstream visibility of African cuisines in the US market.

Guernica Magazine

Editorial Fellow

Nov 2016 - May 2017

(New York City, USA)

- Ensured the accuracy and integrity of published content by thoroughly fact-checking articles, essays, and reviews.
- Played an integral role in the editorial process by evaluating submissions and selecting high-quality pieces for publication, contributing to the magazine's reputation for thought-provoking and socially relevant content.

Bookforum Magazine

Fact-Checking Intern

June 2016 - Sep 2016

(New York City, USA)

- Verified the accuracy of articles, essays, and reviews for publication.
- Pitched and conducted a 2016 interview with Lidudumalingani, winner of The Caine Prize for African Writing, showcasing a keen ability to identify and engage with prominent literary voices.

Yabroad

Intern

June 2014 - Aug 2014

(Nantong, China)

- Yabroad was a company that ran exchanges between European and Chinese students.
- Wrote articles for their website and blog.
- Devised summer curriculum for English classes for Grade 4 students.
- Prepared weekly teaching materials that include written and oral tests.
- Took weekly Mandarin lessons to improve communication with students.

GLAMOUR Magazine

Editorial Intern

June 2013 - July 2013

(Cape Town, South Africa)

- Wrote and fact-checked daily articles and blog posts for the GLAMOUR website.
- Wrote articles and copy for the beauty section.
- Published an essay for the October issue about my experience of cyberbullying on social media.

3. EDUCATION

Bachelor of Laws (LL.B)(Hons)

University of Edinburgh

Sep 2011 - June 2015

Master of Arts (Journalism: Cultural Reporting and Criticism)

New York University (NYU)

Sep 2015 - May 2017

4. EXTRACURRICULAR ACTIVITIES

Actor

Bedlam Theatre Company

Sep 2012 - March 2015

Copyeditor

PublishedED Magazine

Sep 2014 - May 2015

5. AWARDS

Top Writer in History

Medium Website

May 2018

Top Writer in Black History

Medium Website

May 2018

6. REFEREES

- Ms Kate Bolick (Instructor at New York University): **katebolick@gmail.com**
- Mr William Shoki (Editor at Africa Is a Country): **shokispeare@gmail.com**
- Professor Ahmed Wadee (Project Coordinator at THENSA): **thorntreecfm@gmail.com**