

MICHELLE ANTHEA ESAU

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COMMUNICATIONS MANAGER

Writing Portfolio: <https://michelleesau2013.journoportfolio.com/>

An accomplished, highly-motivated, creative communications professional with solid experience and superb skills in strategic Corporate Communications. Owned and earned media specialist skilled in the art of creative storytelling through content, with a keen interest in brand localisation. Currently based in Malaysia, seeking a position that will require me to integrate my international communication exposure, outstanding English language skills and excellent ability to convey compelling messaging to the appropriate target audience; my experience in creating and executing strategic communications programmes; building lasting stakeholder relationships; and applying my proven media relations expertise, to accomplish the company's goals.

CAREER SUMMARY

Director of Brand Marketing (July 2019 – date)

Entropia Global, Kuala Lumpur, Malaysia

- Develop a marketing communications plan including strategy, goals, budget and tactics
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media
- Plan and execute all public relations activities
- Manage all brand owned media including website, newsletter, etc.
- Manage brand social media to drive organic growth and engage audiences across new media channels
- Leverage existing media relationships and cultivate new contacts within business and industry media
- Create content for press releases, by-line articles and keynote presentations
- Monitor, analyse and communicate PR results on a quarterly basis
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis
- Build relationships with thought leaders to grow industry awareness
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them

Corporate Communications Lead (November 2018 – July 2019)

ifix, Kuala Lumpur, Malaysia

- Communicate the company's competitive advantage using a wide range of communication media to create brand awareness, reinforce key messaging, and enhance the company image
- Develop and implement the corporate content strategy in line with iflix's overall communication priorities and objectives, using owned and earned media
- Lead, develop and manage the Corporate Communications editorial plan and calendar, working with different departments across the organisation and across geographic locations
- Develop white papers, industry and thought leader articles in collaboration with different departments within the company
- Regularly pitch creative angles, company senior leadership profiles, and other content to regional and international press
- Ideate, plan and create engaging and inspiring content for internal as well as external audiences

- Build and foster relationships with external stakeholders and internal stakeholders across business functions within the organisation
- Compile and distribute the company newsletter via Mailchimp
- Manage the iflix blog (WordPress)
- Analyse the impact of the company's storytelling and implement lessons going forward

Corporate Communications Specialist (May 2013 – July 2017)

MultiChoice (DStv), Johannesburg, South Africa

- Drove and executed the overall DStv communications strategy (Africa's leading video entertainment provider), working alongside the Marketing, Digital, Social Media and Corporate Affairs teams to integrate efforts across mediums and platforms
- Continuously sought opportunities to obtain free publicity for the DStv brand; as well as several DStv packages/products; and international partner channels on the DStv platform (Viacom International Media Networks; BBC Worldwide; Fox Networks Group Africa; Discovery Communications; NBCUniversal; Sony Pictures Television)
- Drove publicity for various DStv sponsorships; channel and promotion events
- Supervised and strategically briefed external PR agencies
- Developed and nurtured strategic relationships with key internal as well as external stakeholders; entertainment media; entertainment personalities and media influencers across Africa to identify key placements that drove high impact coverage results
- Handled talent like *Empire* stars Taraji P. Henson and Terrence Howard, rapper J. Cole, and *Suits* actor, Gabriel Macht, during publicity tours, appearances, press junkets and other events
- Drove communications budget planning and management
- Regular and consistent communications reporting including monthly coverage reports, and reporting on specific brand/communications event initiatives
- Maintained a keen understanding of industry trends affecting the DStv brand and made appropriate recommendations regarding communication strategy
- Directed social media and digital teams to engage audiences across new media channels

Communications Coordinator/Publicist (August 2010 – May 2013)

Electronic Media Network Ltd. (M-Net), Johannesburg, South Africa

- Built and maintained relationships with key internal and external stakeholders
- Copywriting and marketing communications: digital magazine; employee newsletter; media newsletter; brochures and posters; speeches; MC scripts; company intranet; corporate website; internal digital signage
- Wrote, edited and distributed publicity material for reality programming – Survivor SA; MasterChef SA; Idols SA; Big Brother Africa – including press releases; pitch letters; invitations; advertorials and editorials to relevant media and stakeholders
- Consumer communications: managed the consumer engagement portal on the M-Net company website
- Managed media queries and requests for interviews
- Briefed social media team to promote programming and events
- Media monitoring and reporting

EDUCATION

Institution: Vrije Universiteit Brussel (VUB), Brussels, Belgium

Qualification: MSc Communication Studies (current, part-time)

Institution: Stellenbosch University, Stellenbosch, South Africa

Qualification: BPhil Honours (Political Management) (2012)

Institution: Stellenbosch University, Stellenbosch, South Africa

Qualification: BA (Political Science; Modern Languages) (1998)