



SHANDUKANI O.

MULAUDZI

Communications Specialist

PROFILE

I am a multi-skilled communications professional with a background in journalism which has sharpened my storytelling skills. I'm a top academic achiever with experience in digital brand strategy, developing communications plans and strategies, social media management and podcasting.

CONTACT

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SKILLS

Digital Brand Strategy

Developing Integrated Marketing Communications strategies

Content and blog writing

Editing

Audio production

Content strategy + implementation

Proficiency in Google Suite, Canva
Microsoft, Asana and Slack

REFERENCES

Available upon request

EDUCATION

Vega School - [February - April 2019]

This short course on digital brand strategy focused on providing me the tools to create strategies in digital marketing.

Columbia University - [August 2015 - May 2016]

This 10-month accelerated Journalism Masters is considered the best in the world. I passed the overall programme with honours.

University of the Witwatersrand - [January 2013 - Nov 2013]

This Journalism Honours class was a practical course with a weekly newspaper produced by students. I passed with distinction.

Rhodes University - [February 2007 - Nov 2012]

This Bachelor of Commerce degree was obtained with Management and Accounting majors.

WORK EXPERIENCE

Mozilla Foundation [Communications Specialist] - [13 Dec 2021 – July 2023]

Key Responsibilities:

- Writing original content on the Fellows and Awardees
- Writing blogs on behalf of Program Officers
- Editing blogs by fellows and awardees
- Creating communications and PR plans
- Writing press releases for project launches
- Developing a strategy for the fellowships and awards team
- Building communications capacity for fellows and awardees

Achievements:

- Ensuring [media placement](#) for a film premiere at the annual [Mozfest](#) yielding over 30 hits in the media
- Contributed additional reporting to [a research report](#) by one of our fellows Odanga Madung
- Provided editorial guidance on [an episode](#) of the In Real Life podcast.

350Africa.org [South Africa Digital and Communications Specialist] - [1 May 2021 – Dec 2021]

Key Responsibilities:

- Creating social media plans for events and days of actions
- Writing email blasts, newsletters and blog posts
- Developing, implementing, and monitoring digital strategy/ organising strategy to support regional campaigns

- Briefing and providing oversight for external multimedia producers
- Writing press releases, media statements, and articles such as opinion pieces for the organisation
- Maintaining and building relationships with media
- Monitoring national petitions, coordinating live coverage and reporting back on campaigns while also updating internal channels with information about climate activism and current events

Achievements include:

- Developing and implementing the digital and communications plan for the [Uproot The DMRE](#) mass mobilizations which were part of Global Climate Strike Actions. I led the communications working group made up of communication specialists from the [Climate Justice Coalition](#).

Children's Radio Foundation [Executive Producer] - [Sept 2019 – Sept 2020]

Key Responsibilities:

- Managing the production process of podcast episodes from ideation
- Coordinating with hosts, guests, and other team members to ensure timely delivery of content
- Recording and editing audio files for podcast episodes
- Developing training documents and modules for junior producers on the team who were doing podcasting for the first time

Achievements:

- Being a visiting producer at Gimlet in New York City
- Training individuals to create their own podcast

Breinstorm Brand Architects [Head of Content] - [April 2018 – Sept 2019]

Key Responsibilities:

- Developing integrated marketing communications plans
- Briefing copywriters for adverts on behalf of clients
- Overseeing design and content of publications, media briefs and social media
- Developing brand strategies, content and communications plans
- Developing and writing proposals for client pitches and external funding

Achievements:

- Managing the World Choir Games event
- Managing the SA Mint's SA25 commemorative coin project

Media24 [Journalist] - [Jan 2014 - Aug 2017]

Key Responsibilities:

- Producing and editing written and audio stories
- Managing social media channels
- Posting stories on the Content Management System
- Developing engagement strategies
- Writing scripts for a TV show
- Editing lifestyle and entertainment stories

Achievements include:

- Leading stories on Pretoria High School for Girls school policies
- Being Engagement Editor of HuffPost South Africa