



SKY ANELE HLANEKELA

Versatile Industry Professional | Media & Digital Marketing Strategist | Legal & Corporate Professional

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EDUCATION

Public Relations
University of South Africa
on-Going

Thespian Graduate
Market Theatre Laboratory
Class of 2017

High School Diploma (NSC)
Raymond Mhlaba Secondary School
Class of 2012

SKILLS & EXPERTISE

Digital And Media

- Digital Marketing & Social Media Management
- Content Strategy, Creation & Editing
- Filming, Recording & Video Editing
- Copywriting & Influencer Campaigns
- PR & Brand Management
- Graphic Design & Branding (Canva, Adobe Suite Basics and logo design)
- Podcast & Online TV Production

ABOUT ME

I am a dynamic, detail-oriented professional with a proven track record in Digital Marketing, Media production, and Corporate Administration. From crafting powerful, impactful content strategies to managing legal and business operations, I thrive and excel in high-pressure environments that require creativity, precision, and adaptability.

With hands-on experience in Social Media Management, Content Creation, Digital Strategy, Marketing, Filming, Editing, PR, and Legal Support; I am more than just versatile—I am a results-driven force. I bring structure, vision and innovation to every role I play, ensuring seamless execution and meaningful impact.

Whether orchestrating production behind the scenes, strategizing & leading marketing campaigns, or optimizing corporate operations or basically tackling any challenge I set my mind to—I make things happen.

Basically, I am a polisher—refining ideas, projects, and teams to their fullest potential through strategic execution and innovative solutions. Essentially, a *true Jack of All Trades*.

WORK EXPERIENCE

VOOC MEDIA GROUP JAN 2015 – NOV 2020

FENRIDGE OFFICE PARK , 5 HUNTER ST, FERNDALE, 2116
SENIOR PR ASSISTANT | DIGITAL MARKETING & MEDIA MANAGER

- Vooc Media Group PR
- Senior Manager for Alldae TV (online TV platform, social media and YouTube channel).
- Scriptwriter for Alldae TV and Kaizer Chiefs TV.
- Developed and executed social media strategies to grow audience engagement.
- Filmed, edited, and produced content for digital platforms.
- Managed online brand presence and digital marketing campaigns.
- Handled data capturing and analytics for content performance

Tech & Software

- Wordpress and Winx Web Designer
- Microsoft Office Suite (PowerPoint, Excel, Word, Outlook, Teams)
- Data Capturing & Organization
- SEO & Website Optimization
- CRM & Marketing Automation Tools
- Basic UI/UX Design Principles

Corporate & Administrative

- Business Operations & Corporate Administration
- Legal & Compliance Support
- Project & Process Management
- Executive Assistance & Calendar Management
- Contract Drafting & Review
- Vendor & Stakeholder Relations
- Budgeting & Financial Oversight

LANGUAGE

English

South African Native Languages

REFERENCES

Vooc Media Group
Manager: Busisiswe Nako

Phone: +27 11 326 1726 | 084 386 6978

Email : busi@voocmediagroup.com

Marweshe attorneys

CEO- Mabu Marweshe

Phone: +27 11 0470864 | 083 687 9410

Email : mabu@marwesheattorneys.com

BPO Group

Manager- Miss Antone

Phone: +27 68 517 9147 | 0100 525 575

Email : antone@bpogroup.com

ICT INTEL(PTY) & RESERVE BANK

Senior Data Lead : Neo Mogale

Phone: +27 72 508 6007

Email : mogale@resbank.co.za

WORK EXPERIENCE

MARWESHE ATTORNEYS FEB 2021- APR 2021 (3 MTH Contract)
West Tower, 2nd floor, Nelson Mandela Square, Maude Street
EXECUTIVE CONCIERGE & SOCIAL MEDIA MANAGER

- Designed and implemented content strategies for the firm's social media presence.
- Conducted legal research, drafted documents, and assisted attorneys.
- Managed scheduling, client communication, and administrative operations.
- Ensured seamless integration of legal and corporate marketing strategies.

BPO GROUP MAY 2021- DEC 2021

315 JORISSEN STREET, MONUMENT, KRUGERSDORP, GAUTENG,

PROJECT ADMINISTRATOR & SALES AGENT

- Oversaw administration, project coordination, and client relations.
- Assisted in sales processes and lead generation.
- Ensured workflow efficiency and timely execution of projects.

ICT INTEL (PTY) JAN 2022 -MAY 2023

VALKFONTEIN 238-IQ, SOWETO, 1829

ADMIN CLERK

- Project Management Administrator

EXECUTIVE CONCIERGE & ADMIN CLERK ASSISTANCE TO-

-MR MOGALE(SENIOR DATA ENGINEER)

(JULY 2023 - Present)

- Data entry and record keeping
- Filing and organizing documents
- Answering calls and emails
- Scheduling appointments and meetings
- Handling office correspondence
- Assisting with basic bookkeeping tasks
- Maintaining office supplies and inventory
- Supporting other administrative tasks as needed