



Manisha Govender

Curriculum Vitae (CV)

What job i'm looking for? My positive points

team members and aim to create a positive and impactful work environment that drives success and fosters personal and professional growth.

As a curious individual with an innovative and creative flair, I keep abreast with the latest trends, exploring new technology and novel approaches to improve existing marketing strategies, processes and systems. I am highly organised, detailed orientated, and resilient, and I work well under pressure.

I am confident that my experience, education, enthusiasm, and ability to collaborate and communicate effectively across all levels will make me a strong candidate for this position and an immediate asset to any organisation.

Preferred occupation **Marketing managers**
Ads, marketing jobs

Preferred work location **Cape Town**
Western Cape

I am currently employed as the Head of Social Media at the University of Cape Town (UCT)

Contacts and general information about me

Communication and Marketing Department (CMD). I hold a Master's Degree in Language and

Communications and a Postgraduate Diploma in Marketing Management. I have recently completed

an Executive Master of Business Administration (EMBA) degree from the UCT Graduate School of

Business. Furthermore, I have completed several short courses in branding, digital strategy, and

leadership.
 Telephone number *Information is available only for registered users.*
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Email address *Information is available only for registered users.*
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Additional information

Salary you wish to receive **R50000** per month

How much do you earn now **R40000** R per month

I have extensive experience in planning, implementing and managing marketing and communication strategies including the implementation of annual multi-channel marketing outputs by utilising social media, PPC, SEO, CMS, CRM, and email marketing ensuring alignment to the organisation's vision, strategic objectives, policy and brand identity. I enjoy employing a data-centric approach to measure the effectiveness of marketing efforts and take an evidence-based practice in making key decisions.

I have excellent written communication skills cultivated through developing multi-channel communication plans, digital marketing reports, media releases, marketing collateral and through re-purposing existing content for digital properties. I am confident in my verbal and interpersonal communication skills honed by working closely with executives, cross-functional departments, as well as in the management of campaigns briefs to agencies ensuring quality outputs and deadlines are honoured.

As a strong leader who enjoys working independently and as part of a team, I firmly believe in the importance of responsible and authentic leadership and education for integrity and ethical practices in