


Mirriet Nomcebo Mabandla

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South Africa

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Professional Summary

Creative communications and digital media professional with expertise in content production, campaign coordination, and cross-functional collaboration. Skilled in developing integrated written, visual, and multimedia content tailored for diverse audiences across web, social media, and broadcast channels. Experienced in event coverage, media liaison, content editing, and ensuring brand consistency across platforms. Strong background in Media , digital marketing, and stakeholder engagement. Multilingual (English, Siswati, isiZulu, isiXhosa) with proven ability to manage projects, align messaging with campaign goals, and deliver impactful results in fast-paced environments.

Key Skills

- Integrated Digital Marketing & Campaign Coordination
- Content Creation & Editing (Digital, Print, Broadcast)
- Brand Messaging & Visual Identity Alignment
- Digital Campaign Planning & Social Media Strategy
- Media Monitoring, Analytics & Reporting
- Internal & External Communications
- Project & Calendar Management
- Multilingual Communication (English, Siswati, isiZulu, isiXhosa)
- Public Speaking and cross cultural communication

Professional Experience

Freelance Digital Content Contributor

TheSalts (Remote) | Mar 2023 – Present

- Produced and managed multimedia content across digital channels, aligning with brand identity and campaign goals.
- Edited and repurposed content for diverse formats while applying accessibility and Plain English standards.
- Collaborated with cross-functional teams and external creatives (designers, videographers) to ensure integrated campaign execution.
- Provided performance insights through analytics to guide content strategies and future campaigns.

Signed Talent Artist

Talent etc | Jul 2016 – Dec 2020

- Developed scripts, audio, and multimedia content for educational campaigns, commercials, and radio.
- Partnered with creative teams to deliver engaging, audience-first messaging across press, radio, and digital media.
- Supported event-based campaigns with tailored multimedia content, ensuring alignment with brand objectives.

Content & Radio Production Internship

SABC – Ligwalagwala FM | Mar 2013 – Dec 2013

- Scripted and produced live broadcast and campaign content for radio audiences.
- Assisted with scheduling, event coverage, and production workflows to support campaign timelines.
- Strengthened campaign quality by editing, fact-checking, and conducting interviews.

Education

BA Honours in Journalism & Media Studies – Rhodes University (2010)

Bachelor of Social Science in Cultural, Media & Drama Studies – University of KwaZulu-Natal (2008)

Certifications

- Advanced Social Media Marketing Management – Alison (2025)
- Creativity and Creative Problem Solving – Alison (2025)

- Diploma in Text, Textuality and Digital Media – Alison (2025)
- Technical Writing: Principles and Best Practices – Alison (2025)
- TEFL Certificate (120 Hrs) – TEFL Professional Institute (2023)
- Digital Marketing Certificate – Aleph (2023)
- Social Media Monitoring Training – Abbott (2023)

References

Ms. Thembi Madubandlela – SABC Ligwalagwala FM

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Ms. Clare Craighead – Durban University of Technology

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Mr. Steven Feinstein – Indigo View Acting Academy

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