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KHULULWA PEGGY NKOPO

nkopopeggy@gmail.com



PUBLIC RELATIONS PROFESSIONAL

118 Pretoria Avenue, Sandown
Sandton 2196



Code B



SUMMARY

Skilled Public Relations professional with 2years and 6months of experience fostering positive relationships between organizations and the media. Result oriented, highly motivated and skilled in developing and executing comprehensive Public Relations plans, creating impactful press releases, presentations, marketing and executing promotional events.

Profound understanding of outstanding client/customer satisfaction and maintaining good relationships, working with a team as well as providing real solutions.

PROFESSIONAL EXPERIENCE

Public Relations and Executive Assistant

Wonga Vida| Feb 2021-Dec 2021 . 11 months
Johannesburg, Gauteng

- Supervised schedules and calendars
- Coordinate and schedule meetings and conferences with internal and external stakeholders
- Prepare and distribute meeting agendas, minutes, and other relevant materials
- Handle confidential information and documents with discretion and maintain their proper organization
- Writing press releases to be distributed to local media for coverage.
- Building and maintaining media data base, local radio stations and newspapers.
- CSI projects implementation and exposure campaigns for external communities.
- Implementing internal and external communication strategies.
- Organizing promotional and press kits. initiating marketing campaigns, overseeing the content on organizations social media channels.
- Assisting CEO with day to day personal and office duties.
- Monitoring the public and medias' opinion of CEO and Wonga Vida.

Events Coordinator Assistant

Pick Link Communications | Feb 2020 - Feb 2020. 3days
East London, Eastern Cape

- Facilitated the Ncera Macademia Harvest annual event and executed duties such as creating and following up with the event sponsors and clients, maintaining the event budget, assisting in event logistics , media licensing , negotiating contract with vendors, organizing and coordinating media seating and performances, and carefully overseeing event happenings.

Public Relations Intern

Epitomely PRM (Public Relations and Marketing) Agency | Jun 2019–Nov 2019. 6months

- 6 months work intergrated internship at a PR and Marketing agent.
- Duties included:
- Managing and directing the development, promotion and maintenance of clients brand image.
- Developing PR strategies and campaigns
- Perform outreach work, making connections with new media network professionals and maintaining existing relationships.
- Conduct research on market demands, industry trends, and customer profiles.
- Develop and monitor social media platforms
- Outreach campaign management
- Media liaising
- Social media handling
- Create company profiles and proposals
- Communicate with clients and media houses for conferences and collaborations, scheduled appointments, and arranged meetings and conferences
- Prepared and distributed reports, presentations, and other materials

Marketing Assistant

Dunamis Capital Investments | April 2017–March 2018 . 1yr
East London, Eastern Cape

- Providing support to Marketing department
- campaigns, managing social media, and analyzing data.
- Include planning, writing reports, company brochures and similar documents
- Organizing and hosting presentations and customer visits.
- Event coordinating
- Developing strategies to promote services.

EDUCATION

Advanced Diploma in Public Relations Management

• Feb 2020– Dec 2020 . 1yr
Walter Sisulu University
East London, Eastern Cape

National Diploma in Public Relations Management

• Mar 2017– Dec 2019 . 3yrs
Walter Sisulu University
East London, Eastern Cape

SKILLS

- Attention to detail
- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Marketing
- Crisis communication
- Problem solving
- Administration
- Microsoft
- Organisation and Time management skills
- Experience in managing budgets and handling financial documents

REFERENCES

- Thembakazi Mealies
Head of PR : Wonga Vida
Cell:0631462864
email: tmealies@wongavida.com

- Luxolo Ndlazi Africa
Founder and Event Specialist :Pick Link Communications
cell: 0714395799

- Sandiswa Mgozozeli
Founder and CEO : Epitomely PRM Agency
cell: 0607423908
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- Samukele Gwala
Head of Operations : Dunamis Capital Investments
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