

PROFESSIONAL PROFILE

Broadcasting Development | Television | Marketing | Broadcasting Management | Communication
Branding | Media Lecturer | Advertising | Radio

MATHUMO MANAKA



MATHUMO MANAKA

m

Broadcasting Development

Marketing | Broadcasting Management | Communication
Branding | Media Lecturer | Advertising | Radio

EXECUTIVE SUMMARY

=====

I am a seasoned Broadcaster, Media lecturer & Brand Executive with over 17 years of microphone experience and a communication specialist.

I was a part of the green field license as weekday night time and weekend afternoon host at Kaya fm for about 06 years, weekday Afternoon drive at Igagasifm and weekend night time host at SAfm were I was also instrumental in music compiling & marketing.

In May 2015 I was granted an opportunity by Times Media Group (the owners of Vuma fm) as the Drive time radio presenter; as competitors to the public broadcaster, one had to vacate a provincial communications manager position at the SABC KZN.

I am a media & broadcasting lecturer at Boston media house and the Afternoon Drive Show host on KZN's commercial radio station, Vuma103fm.

I am committed to radio principles to build TSL / CUME and a strong brand that can appeal to the advertiser, that is a reflection of my personality and character.

Mobile: 0829738239

Email: Mathumo@gmail.com

MATHUMO MANAKA

Broadcasting Development | Television | Marketing | Broadcasting Management | Communication
Branding | Media Lecturer | Advertising | Radio

As a keynote speaker & function facilitator / MC, my talks vary from:

- Media / broadcasting Management
- Strategic Stakeholder Relations
- Branding and Relationship Marketing
- Principles Leadership
- Personal & professional leadership

Mobile: 0829738239

Email: Mathumo@gmail.com

MATHUMO MANAKA

*Diploma Media Management & Account
Management | Diploma in Development
Psychology*

Marketing • Advertising • Media
Lecturer • Broadcaster • PR

EXECUTIVE SUMMARY**Marketing & Media Professional**

*[Broadcaster, Facilitator, Stakeholder Relations Manager, Public Relations, Brand
Executive, Radio Presenter, MC]*

- Offering over 15 years of experience in the media industry, covering Branding, Communications, PR, Events
- Currently presenting the afternoon drive show on Kzn's commercial radio station, Vuma 103 FM, since being headhunted by the Times Media Group, from May 2015 from SABC KZN provincial Communications Manager position
 - 15 years doubling as a Radio presenter and Management ,
- Venture Creation management • Diploma Media Management & Account Management
 - Diploma in Development Psychology

"Media development by connecting people through technology"

—Core Skills and Expertise—

Media regulation/Advertising/Public Relations/Marketing strategy & campaigns/Brand management / Presenting/Events management/CRM Strategies/Project Management/Client Relations/Stakeholder Management / Strategy Development / Product Management / strong networking, teaching, Coaching and Mentoring.

**CAREER HISTORY: CURRENT POSITION**

Media Lecturer

BOSTON MEDIA HOUSE (PTY LTD)

PREVIOUS POSITIONS**Communications Manager**

SABC KZN Province

10.2012 – May 2015

Leading company communication in KZN, responsible for the following:

- Stakeholder management
- Manage internal and external communication
- Plan & managespecial projects
- Represent SABC brand in KZN
- Plan & manageinternal and external events
- Managing and implementing CSI initiatives
- Implementing communication strategies
- Budgeting and control

ACHIEVEMENTS

Established and implemented a successful quarterly wellness day program,
Improved relations between SABC and its stakeholders i.e. government & private sector

Account Manager

Grey Advertising

Oct 2007 – Dec 2007

- Managed projects
- Build effective and efficient client and internal relationships.
- Create innovated concepts
- Ensures the correct briefing to creative as to client's requirements.
- Evaluates the creative work in terms of the brief.
- Write clear and structured briefs.
- Buying media

MATHUMO MANAKA – Page 2

ManagementMarketing • Advertising • Media • Broadcaster • PR

CAREER HISTORY**Client Service Manager**

Adventure Advertising & Design CC (business partner)

Aug 2006 – October 2007

- Creative marketing campaigns
 - Create & monitor CRM strategies to retain existing clients
 - New business development
 - Maintain brand & brand communication
 - Overall Ad Agency management
-

Brand Executive & Radio Anchor

IGagasiFM (Pty) Ltd (KZN commercial radio station - Durban)

Mar 2005–Jun 2006

- Developing the implementation of an operational training strategy
- PR management in line with station's brand vision
- Develop & maintain the station website & events
- Media analysis & research, strategic planning
- Hosting Afternoon Drive Show (15:00 – 18:00)
- Hosting Evening Talk show (19:00 – 22:00)

CAREER HISTORY**Events/PR/Brand coordinator & Radio Presenter**

Kaya FM (Gauteng commercial radio station)

May 1998 – Feb 2005

- PR & Sponsorship, Events leveraging
- Member of the Strategic Business Steering Committee
- Ad agency liaison, market research development
- Manage & maintain station website

MATHUMO MANAKA – Page 3**ManagementMarketing • Advertising • Media • Broadcaster • PR****EDUCATION**

- 2011 – SABC Inhouse, Emotional intelligence and leadership attendance certificate
- 2012 - Gordon Institute of Business Science(GIBS), **Digital Multimedia Management and Regulation (certificate acquired)**,
- 2011- Wits University (School of Development), **Telecommunications and Broadcast regulation module (certificate acquired)**
- 2010 - Wits Business School, **Venture Creation Management (certificate acquired)**
- 2009 - University of Johannesburg (RAU), **Marketing Centricity Certificate (pending)**
- 1998- 1999 AAA School of Advertising, **Diploma in Account Management (MASA) & Diploma in Media Management (certificate acquired)**
- 1996 – 1997 Intec College, **Development Psychology Diploma (certificate acquired)**
- 1994 - Edenvale High (Matriculated)

OTHER TRAINING

- MS Office
- RCS radio programming
- Dalet, Selector & Linker programs
- Radio station management

REFERENCES

-
-
-

PERSONAL DETAILS

- ID No
- **Languages** – Sepedi, Sotho variance, English, isiZulu, Tshivenda,
- **Nationality** - South African

◇◇◇