

Makoa Reitumetse

CURRICULUM VITAE

Makoa Reitumetse Reginald

CONTACT DETAILS

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Hospital Area,
Mafeteng 900,
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PERSONAL DETAILS

Date of Birth: 26-09-1985
Identity Number: 045187146428
Gender: Male
Nationality: Mosotho
Languages: English & Sesotho
Driver's License: Code B
Criminal Record: None

SKILLS

- Good communication skills (Reading, Writing, Speaking and Listening)
- Good Marketing & Communication skills
- Copywriting and editing skills
- Computer Literacy
- Problem solving, Disciplined & Punctual
- Flexibility and adaptability, with experience in fast-paced environments
- Reliability, Organized and Determination

PROFILE:

I am a very hardworking and determined professional, with the desire to excel in everything that I do.

My understanding and experience as a professional have taught me that qualities such as hard work, attention to detail, self-confidence, and eagerness to learn are vital in any field. I am a team player and aim to apply myself to the position, add value to your company and also gain as much as possible from my colleagues. I would appreciate the opportunity to join your company.

ACADEMIC QUALIFICATIONS

Institution: The National University of Lesotho
Course: Bachelors of Arts
English Language & Linguistics and Development Studies
Year: 2012-2016

Institution: Small Enterprise Development Agency (SEDA)
Course: Certificate in Quality Management System (ISO 9001:2015)
Year: 2021- 2021

Institution: The National University of Lesotho
Course: Diploma (Mass Communications)
Year: 2007 - 2010

ACADEMIC QUALIFICATION

School Name: Seeiso High School
Certificate: Cambridge Overseas School Certificate
Year: 2002 - 2004

School Name: Seeiso High School
Certificate: Junior Certificate
Year: 1999-2001

School Name: Mokhotlong Primary School
Certificate: P.S.L.E
Year: 1992-1998

WORK EXPERIENCE

Foundation: Project C Foundation
Position: Marketing and Communications Officer
Period: 2022 September- Present

Duties:

- Develop and deliver creative marketing and communication strategies, plans and approaches and social media campaigns to support our organisation to reach out to people who are actually in need of its services.
- Plan the marketing and communications strategies for specific areas of the organisation's work & for different audiences by implementing plans to increase followers on popular social media platforms such as Instagram, Twitter, Facebook, YouTube, and LinkedIn.
- Design and develop creative communication and marketing products – presentations, briefings, etc. that will maximise the organisation's message, support programme objectives and contribute to the research sector.

- Plan and implement direct marketing approaches including targeting, personalisation of messages and measurability; data analysis, customer profiling and segmentation
 - Ensure the brand meets expectations through monitoring marketing trends and partner and funder feedback.
 - Manage, with the communication officers, mailing lists on behalf of INASP and work closely with the Fundraising Coordinator to ensure that mailing lists across the organisation work together.
 - Manage the Marketing & Communications budget and ensure programme milestones related to marketing & communications are achieved on time and within budget.
 - Contribute to and strengthen fundraising proposals and funder reports to ensure strong and creative marketing and communication considerations are adopted.
 - Represent Project C Foundation at external meetings and conferences.
 - Act as the first point of contact for SMT and the Executive Director with regard to Project C Foundation external communications such as providing support with conference presentations.
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Occupation: Freelancer
Position: Writer, Localization, Translator,
Interpreter and Editor
Period: 2016 August – Present

Duties:

- Converting the text material (Using SDL Trados Studio) from the source language to the target language while preserving the original meaning.
- Localizing the translated language from the source language to target language to fit the preferred society of the target language without literal transferring of the meaning.
- Proofreading texts to detect and correct errors.
- Rewrite text to make it easier for readers to understand.
- Facilitate communication between parties who speak different languages (English/Sesotho).
- Research and write clear texts, well prepared and structured with needed content.
- I have worked on translation projects for but not limited to: The Translation Gate, University of The Free State (Qwa Qwa campus), Mediq Trans.

Occupation: Thibella Intermediate School
Position: Volunteering Teacher
(English and Linguistics)
Period: 2019 August – August 2022

Duties:

- Prepare lesson plans and teach based on curriculum guidelines.
- Track students' progress and present the information to parents.
- Create tests and asses them accordingly.
- Create and reinforce classroom rules.
- Work with school administration prepare for standardized tests.

Occupation: O- Zone Fit Gym
Position: Manager
Period: 2016 August – 2018 December

Duties:

- Recruiting, training and supervising staff.
- Managing budgets. Monitor and control expenses within the allotted budget.
- Organize educational training, seminars and meetings for personal training staff for professional growth.
- Enhancing profitability by organizing and delivering an appropriate range of fitness activities and programs.
- Asses' operators and setters on the training requirements and assist in the execution of such training.
- Work with other staffs to achieve monthly target and ensures that all staffs follow centre's procedures and policies.
- Resolve issues and complaints pertaining to personal training from customers.

Occupation: DOPE FM
Position: Radio Presenter
Period: 2014 January - 2016 July

Duties:

- Sourcing of news.
- Writing scripts and presenting them on air.
- Writing and editing of news to be read on air.
- Interviewing of radio guests on radio for the program.
- Playing music and commercial breaks in between the program.
- Promoting stations events on air.

Foundation: Mafeteng Community Radio Station

Position: Radio Presenter

Period: 2012 May - 2013 August

Duties:

- Sourcing of news, writing scripts and presenting them on air.
- Interviewing of radio guests on radio for the program.
- Writing and editing of news to be read on air; playing music in between breaks and the program.
- Provide advice and assistance when conducting staff performance evaluations.
- Applying a deep understanding to facilitate successful program executions and
- propel the achievement of vital objectives within non-profit organizations.
- Coordinating special events, liaising with community leaders, generating reports, engaging with donors, and evaluating program.
- I also engaged in program contributions as well as individual grants through persuasive interpersonal and presentation skills.

Foundation: BAM Group

Position: News Paper Designer & Photographer

Period: 2010 January - 2010 November

Duties:

- Designing the format of the publication (Informative Newspaper).
- Utilizing layout software to assemble text, photographs & other content in an aesthetically pleasing way to read.
- Setting publication standards & establishing goals and expectations.
- Liaise with sub-editing and photography departments and decide the priority and importance of news articles.
- Oversee the news content of each edition.
- Shoot pictures for the newspaper and magazine.

- Asses' operators and setters on the training requirements and assist in the execution of such training.
- Writing, Interpreting & Translating sub titles that appeared in the film Likhaphatsa Mali (Tears of blood).

REFERENCES

Name: Miss Rushali Sharma
Foundation: Project C Foundation
Position: Human Resource Manager
Contact No: +917827070490,
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Name: Dr. Tsepiiso Rantso
Institution: National University of Lesotho
Position: Senior Lecturer
Department: Development Studies Department
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at.rantso@gmail.com

Name: Mr Moeketsi Potsane Thibella
Institution: Intermediate School
Position: Principal
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