

LISA ZULU

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SUMMARY

Motivated and proactive Bachelor of Arts graduate in Media, Communication & Culture with strong communication, teamwork, and leadership abilities developed through student support and mentoring roles. Experienced in marketing, content creation, and student engagement, with a passion for contributing positively to organisational goals in media, communications, and marketing.

EDUCATION

Ba Media Communication & Culture	2023 - 2026
Nelson Mandela University . Gqeberha .	
SLP: Artificial Intelligence In Fourth Industrial Revolution	2026 - 2026
University of Johannesburg . Johannesburg .	
NSC	2017 - 2021
Lofentse Girls High School . Johannesburg .	

EXPERIENCE

Marketing Assistant	Jan 2026 - Jun 2026
Nelson Mandela University . Gqeberha .	
Supported marketing and promotional campaigns to increase student engagement.	
Created and shared digital content to promote university programmes and events.	
Assisted in communication strategies to boost awareness and participation.	
FYS BUDDY	Jan 2024 - Feb 2025
Nelson Mandela University . Gqeberha .	
Assisted first-year students with registration, timetables, and learning platforms.	
Directed students to campus resources such as libraries and tutoring services.	
Motivated students to manage studies effectively and stay engaged.	
Student Business Mentor	Sept 2024 - Dec 2024
Nelson Mandela University . Gqeberha .	
Guided students in developing academic, professional, and entrepreneurial skills.	
Supported business plan creation and connected students to entrepreneurship programmes.	
Encouraged creative problem-solving and confidence in professional goals.	
Assistant Leader	July 2023 - July 2024
Nelson Mandela University . Gqeberha .	
Helped students communicate effectively with lecturers and staff.	
Coordinated meetings, shared updates, and promoted career guidance events.	
Supported students with applications, deadlines, and university processes.	

CORE COMPETENCIES

- Leadership & mentoring
- Team collaboration & Project Coordination
- Problem -solving & Adaptability
- Communication & interpersonal skills
- Content writing & editing
- Content creation
- Digital marketing & Campaign Support

TECHNICAL SKILLS

- Digital Marketing Tools – Social media content creation, campaign support, and brand communication
- Microsoft Office Suite – Word, Excel, PowerPoint, Outlook
- Graphic Design Tools – Canva, CapCut, Lightroom, Character Animate
- Adobe Creative Suite – Photoshop, Premiere Pro, InDesign, Animate

LANGUAGES

- Zulu (Fluent)
- English (Fluent)

REFERENCES

- Available upon request