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Nkanyiso S. Zungu

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| Objective | Application for ESL teaching position |
| Experience | 2009 Mar – Present International Language School Icheon, Korea  **Foreign Language Instructor – English**   * Responsibilities included the care of and English instruction to learners aged 4 – 11 (Korean ages) * The Preparation and execution of weekly lesson plans * Instruction varying from assisted reading, understanding of the alphabet, spelling, phonics, grammar, creative writing, arts, science and social studies * Proficient in the use of both SRC Open Course Reading, Mason and Browns’ English programs   2008 Sept – 2009 Mar Magic Mill Cape Town  **Account Executive**   * Sourcing of new clients * Agency liaison between creative, production, finance and client service teams * Development of integrated campaigns and management strategy implementation * Management of Advertising, Promotion and Publicity campaigns * Event concept development and collateral management * Sponsorship Management   2008 April - June Fuel Group South Africa Milnerton  Account Executive   * Strategic implementation, analysis and reporting of active online and mobile campaigns * Assisting Commercial Director and Account Director with daily administrative duties * Managing account team, optimizing client online campaign budget * Sourcing new clients and contacts; development of holistic digital solution proposals |

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|  | 2004 - 2005 Juice Events Claremont  Promotions Assistant   * Promoted events at the University of Cape Town * Assisted in database data capturing * Assisted in mobile communication database maintenance * Assisted at events on guest need management and entertainment |
| Education | 2008 July – October AAA School of Advertising Cape Town  **Marketing Communications**   * Upgrade IMC Higher Diploma to BA Degree in Marketing Communication   2005 - 2007 AAA School of Advertising Cape Town  Integrated Marketing Communication   * Graduated with Higher Diploma in Integrated Marketing Communication * Specialized in Brand Management and Account Management |
|  | 2004 - 2005 University of Cape Town Rosebank  BComm (Politics, Philosophy, and Economics)   * Completed Modules: Thinking about business, Micro-economics, Applied Statistics, and Contemporary popular Culture   1999 - 2003 Crawford College Benmore Johannesburg  Matriculated (GDE and VCAA)   * Distinctions in Speech and Drama, African Languages (isiZulu), and Mathematics (SG) |

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| Internship | 2007 Lowe Bull Cape Town Cape Town  **Client Service Intern**   * Job shadowing, assisting Account Executives, Account Managers, and Account Directors in daily administrative duties * Training on operating and optimizing industry systems, i.e. Chase * Training on management of advertising team, creative; production; financial; and client service |
| Campaigns | **Cadburys Question**  This was my first real experience on working with the creative department at the AAA School of Advertising on a live brief. This was also our first opportunity to employ all our collective skills and knowledge acquired after two years of study. From client briefing to strategy formulation to creative briefing to final presentation.  What I learned from this campaign is how the various specializations come into play in the development of an ad campaign. The differences in how the execute a below- and above-the-line campaign, as well as how  the two have started to merge, bringing together a more holistic view when it comes to marketing a brand.  I further learned what exactly Art Directors, Designers, and Copywriters responsibilities are and what they expect from us as account managers and strat planners. I had my first experience on seeing a concept being creatively executed, and even though it was the creative team that had the spotlight, I remember feeling really proud of the involvement the we, as marketers, had in that campaign and couldn’t wait for the next one.  **Trigger Clothing**  As the marketing team on this campaign we were met with challengers never before had we experienced. First of which was the fact that we were limited to just designers on this campaign, as it primarily focused on in-store promotions and design of a concept store. I found that designers tend to be rather closed-off in terms of sharing creative involvement with the team. Their designs are “theirs” and when it came to creative criticism…well lets says it taught me the gentle art of walking on eggshells, but given the right encouragement, some of their best work can be realized.  Secondly, being ambitious and perhaps pursuing a strategy that is way outside the box always needs to be for the benefit of the brand…and on brief. As a marketing team I felt we let our creatives down on this particular campaign as our own egos, being the alternative thinkers that we believed we were, took precedence over our responsibility to stay on brief…But I take nothing away from how amazing our strategy really was, and perhaps for a different brand, it would’ve done great things  **Johnnie Walker Red Label**  JWRL was perhaps my greatest experience working on a campaign. It was a brand and market I knew very little about but working with the type of people I did, all wanting the same outcome of and willing to work together for it, made all the difference.  Being creative can be daunting at times and being comfortable to think creatively, share ideas for strategy, actually being exited to be with a group of people that have a similar work ethic to you, made the whole experience even more fulfilling. From the first strategic review we new we had something special.  I learned how important it is to be involved at every stage of creative concept development and how to deal with potentially highly-strung personalities from the creative side.  Unconventional media, such as viral campaigns; website development; mobile marketing, become my friend. For a person who thrives on coming up with the unexpected, a campaign focused on that felt like it was meant for me. It was my first taste of success at the AAA and only made me want to work harder for the next campaign.  **USA Green Card**  Fuel Group South Africa, a digital marketing agency, was where I first got an opportunity to apply my trade. I chose Fuel Group because from my experience at the AAA in unconventional mediums to advertising. I felt it’d be an area of marketing I would enjoy.  Since the agency only employed 7 people, I had large amounts of responsibility and a great deal to learn in a short space of time. USAGC was an active account that I took over management of. My responsibilities for the account include analysis and reporting of the online campaign performance, and strategic reallocation of campaign budget (when necessary).  Although I was happy to have more control and responsibilities on an account of my own, my duties were purely administrative but I used it as an opportunity to learn how best to apply myself in my position and how to better myself in the agency. |
| Interests and Aspirations | Professionally, my fields of interest lie more on the brand building and strategic planning side of marketing. Gathering and interpreting research data to develop the most successful strategy possible for the brand, I feel, is one of the most fulfilling accomplishments for a marketer. Although above-the-line advertising can, at times, seem to be the more glamorous side of marketing, I believe more can be achieved and has been achieved by below-the-line, unconventional forms of marketing, which is an area of marketing I’d like to be involved in, in the future.  On a personal level, music and urban street culture have always been interests of mine. How art and culture manifest and evolve through interaction with different people. Apart from music, film has also been a keen interest for as long as I can remember. I also wish to travel one day. Take in as many cultures of the world as I can, as well as share my own with the world. While I’m still young I also wish to see as much of the world and my country as I can. Meet as many different people and experience as many different cultures as I can. An organization that has a large network locally as well as abroad would be ideal for me. |