




Curriculum vitae of **DEANNA FEBRUARY**

**PR/Communications
Specialist**

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 Deanna Bessick



Personal Details

Date of Birth: 11 June 1987

Title: Mrs

Gender: Female

Race: Coloured

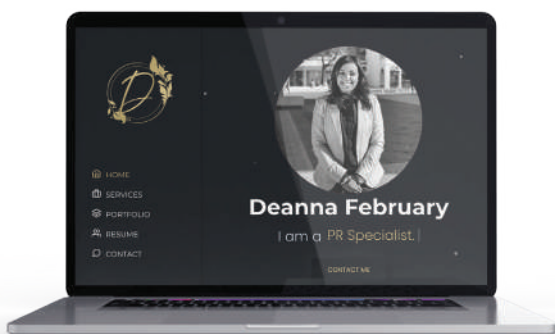
Nationality: South African

Drivers License: Code B

About

I'm a seasoned Communications Specialist with 9 years' experience. I have a proven track record of developing and executing strategic communication plans to drive business results. With expertise in internal communication, public relations, branding, digital marketing, and management, I am passionate about delivering exceptional results to clients and stakeholders.

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Education

TERTIARY:

BTECH DEGREE: PUBLIC RELATIONS
MANAGEMENT 2007 - 2011
Cape Peninsula University of Technology

SECONDARY:

GRADE 8 - 12
2001 - 2005
Monument Park High School

Core Competencies

Social Media Management
Digital Content Creation
Social Media Analytics
Copy Writing
Brand Strategy
Research and Reporting
Corporate Communication

Media Relations
Strategic Communication
Event Management
Marketing
Project Management
Campaign Evaluation
Competitive Analysis

Work Experience

OVERALL EXPERIENCE - 8 YEARS

PR AGENCY EXPERIENCE 5 YEARS

2013: Wired Communications

2014: Affinity Strategic Communication

2016: Magna Carta Reputation Management Consultants

2017 - 2018: Hatch Communication

Job Description (Current and Recent)

COMMUNICATIONS MANAGER

Montego Pet Nutrition | September 2022 - Present

Manage and guide communications team members.

Develop and execute comprehensive communication strategies aligned with the organisations goals and objectives.

Manage all aspects of internal and external communication, including public relations, media relations, social media, content creation, and crisis communication.

Create and maintain a strong brand image and ensure that there is consistent messaging across all communication channels.

Develop and distribute compelling written pieces such as media releases, newsletters, blog posts, magazine and website content.

Cultivate and maintain key media contacts and act as a spokesperson for the organisation when required.

Monitor and analyse media coverage, industry trends, and competitive landscape to identify opportunities and risks.

Collaborate with cross-functional teams to support marketing initiatives and ensure consistent messaging and branding across all platforms.

Develop and manage budgets for communication activities, ensuring optimal allocation of resources.

Plan and execute special events, including conferences, trade shows and product launches.

Evaluate and measure the effectiveness of communication programmes and activities.

PRINCIPAL COMMUNICATIONS OFFICER

Western Cape Government - Department of Health | October 2019 – August 2022

Copy writing - media releases and alerts; internal notices; newsletters; general ad hoc copy

Maintain the digital communications (web and social media) for the institution

Ensure that the digital platforms are updated and monitored daily, through content refresh and media releases

Ensure that websites comply with brand

Execute/implement the reputation management functions per focal area within the Department of Health and Wellness

Conceptualise and implement accurate and measurable communication plans, as well as brand awareness campaigns for identified/specified programmes and campaigns

Ensure that there is buy-in from all stakeholders with regard to the overall Western Cape Government strategies

Ensure that all communication plans and awareness campaigns are in alignment with the departmental strategic objectives

Execute/implement the reputation management functions per focal area within the department

Design and roll out communication campaigns and products in collaboration with relevant stakeholders

Effective use of resources (e.g. media and events)

Execute activities of special projects and operational requirements plans

Deliver and execute/conduct the various activities linked to the facility management/district management requirements

Execute/implement set-out activities for identified special projects/campaigns

Formulate/create effective messaging to staff on a range of issues such as medicine shortages, media clippings, notices, etc.

Compile, design and develop layouts of various departmental documentation (operational support documentation, pamphlets, posters, newsletters, etc.)

Monitor and ensure compliance to communication protocols

Develop and implement external and internal communication campaigns and **products**

Provide departmental media liaison services within a specified focal area/institution

Project & Event Management

Crisis communication and Reputation Management

CSI SOCIAL MEDIA & ONLINE CONTENT MANAGER

Shoprite Group of Companies | April 2019 - September 2019 (Contract Position)

Website & Social Media Analytics

Social Media Reporting

Website Content creation and management

Social Media Community Management:

Content creation for CSI Social Media Channels

Engagement - proactive and reactive

Reactively: Engage with customers to prevent reputational risk issues Maintain social media service levels

Generate traffic and cultivate leads

Digital Content Creation:

Produce relevant and engaging newsletter content

Increase awareness of the Group's CSI initiatives

Write short blog posts and/or online content about the Group's

CSI initiatives for the corporate and/or brand websites.

Manage production of all CSI video content

Create and/or edit short online videos for use on social media channels Internal and

External Communication:

Liaise with internal team members and departments as well as external parties to pro-actively identify and gather information for CSI content creation purposes

Liaise with customer relations department to guide responses to social media complaints.

Reporting:

Compile weekly and monthly social media reports.

Pro-actively alert the business to any social media trends and/or online campaigns.

GROUP COMMUNICATIONS MANAGER
Okuhle Media | October 2018 – May 2019

Digital Project Management
CMS Platform Management
Social Media Community Management
Website & Social Media Analytics/Reporting
Media Liaison (managing media relationships)
Formulate Internal and External Communication Strategy
Internal Communication (staff) and External Communication (stakeholders)

Copy writing:
Media releases
Media & product snippets
Event listings
Client profiles
Secure publicity

Compile and implement PR plans and media campaigns
Evaluate PR campaigns and coverage (reporting)
Manage client budget and third party suppliers
Develop and lead PR strategies
Manage events and campaigns
Build and maintain relationships with clients
Run and attend client status meetings
Social media management (Facebook/Instagram and Twitter)
Set up monthly trade exchanges
Research topics and information gathering
Proof reading
Managing influencer/celebrity and blogger campaigns
Event Coordination (staff; productions and media events)
Brand Development (Brand CI)
Develop CSI Strategy and budget

References available upon request.