

Miyanda Hamalala.

CREATIVE MARKETING, PR & GRAPHIC DESIGN

A motivated and passionate PR, Advertising, and Design student dedicated to utilizing marketing and promotion as a tool to connect individuals with the causes that matter to our world. I believe that PR can be a powerful driver for social change, and I am deeply committed to using my work to support various social causes close to my heart.

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EXPERIENCE

Editorial Intern

ClassBento. · April 2022 - May 2022

- Worked closely with the editorial team at ClassBento, launching their Mother's Day campaign. Responsible for writing relevant media releases, communicating with press contacts, and generating SEO content.

OceanEcho 30x30 - Fellowship

Earth Echo International · July 2021 - September 2021

- Launched an environmental campaign in Luanda, Angola to promote the increase in Marine Protected Areas. Planned, organized, and executed promotional activities such as beach cleanups and an Ocean Awareness and Education webinar in collaboration with local NGOs.

Managing Director

The Pillar Initiative. · October 2022 - Present

- Managing director of a student-led initiative that connects university students with non-profits in need of digital marketing solutions.
- Oversees the daily operations of the Pillar Initiative team, with the aim of empowering Sydney based social enterprises through digital marketing.

Project Leader - Dress For Success Sydney

The Pillar Initiative · August 2022 - October 2022

- Worked with the not-for-profit Dress For Success Sydney to generate social media content and improve their digital marketing strategy. Developed a social media strategy based on their brief and brand goals.
- Designed content for the organization's social media pages; including posts sharing sustainability metrics, promoting their donation program and upcoming charity event.

Social Media Manager

The African Students Union UNSW · April 2022 - Present

- Social Media Manager for a student-led university society that aims to unite the African student community while sharing various African cultures.
- Developed their digital presence by establishing a cohesive brand identity; through, updating their logo, introducing a brand styling guide, and utilizing Instagram's affordances such as reels, stories and highlights.

EDUCATION

Bachelor of Media (Public Relations and Advertising)

The University of New South Wales (UNSW)
2021- Present

Bachelor of Design

The University of New South Wales (UNSW)
2021- Present

REFERENCE

Courtenay Turner

Digital copywriter at ON

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SKILLS & PROFICIENCIES

- Adobe InDesign
 - Adobe Photoshop
 - Adobe Illustrator
 - Meta Business Suite + Instagram
 - Figma

 - English
 - Portuguese
 - Spanish
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