

Misa Masokameng

COLUMNIST - CREATOR - PUBLICIST



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Summary

Mandisa Misa' Masokameng, is a Stellenbosch University graduate, having pursued a Bachelor of Arts in International Studies. She also possesses a multilingual and multicultural background, as a dual citizen of the United States and South Africa. Thanks to her multicultural background, Misa is fluent in English, proficient in French, and conversational in isiZulu and isiXhosa.

With continued professional skills development in programmatic advertising and social media, Misa has kept up to date on improvements in the tech industry as they relate to media and PR. In her creative capacity, in 2018, Misa became a Zanzibar Film Festival nominated director for her docu-series, 'Festival Politics'.

By 2023, she had worked with brands such as Universal Music Group, SONY Entertainment, Web Foundation, Afropunk, and more.

Skills

- Content creation (Copywriting, Copyediting, videography, photography, etc.)
- Analytics & Metrics tracking (Google Analytics, social media insights, etc.)
- Content management (Wordpress, Squarespace, CMS, etc.)
- Paid Social Media Advertising (e.g. Facebook Ads, Instagram Ads)
- Social Media Strategy Development
- Crisis Management and Reputation Management
- Research
- Influencer Marketing & Management
- Community Management
- Email Marketing
- Production Management (location scouting, vendor management, talent acquisition, etc.)
- Adobe Creative Studio & FinalCut Pro
- Social Media Management
- Cloud Storage Management
- Event hosting and organizing

Experience

2022 -Present AFROPUNK | NEW YORK COLUMNIST

Focusing on the creative arts, politics, and social commentary, Misa produced articles for AFROPUNK's online platform. Her work as a writer for the festival and publication included pitching relevant news pieces, covering breaking news, interviewing persons of interest, producing long format copy content and the related social media content, as well as promoting each published story across social media platforms.

2019-Present M3NA Media | Johannesburg CONSULTANT | CONTENT CREATOR | STRATEGIST

M3NA MEDIA is a management consultancy and content agency. Founded in 2019, M3NA Media specializes in copywriting, production management, media strategy, and public relations. Past and present M3NA Media clients include South African music industry artists such as Bontle Modiselle, Priddy Ugly, Focalistic, The Big Hash, and more. In the NGO space, M3NA Media serves as the media liaison for Global Citizen award-winning NPO, Wise 4 Afrika aka The Wise Collective. Through its production management services, M3NA Media has been contracted to create content for restaurant brands, such as The Food Box.

2019 Slikour onLife | Johannesburg EDITOR-IN-CHIEF

SlikourOnLife is South Africa's leading hip-hop and urban culture digital platform. Known for its video content, one of Misa's responsibilities included production for cornerstone shows such as The Balcony Interview Series, as well as the production of celebrity-hosted shows such as Speedsta In The Park and more. Another of Misa's tasks was to ensure the performance and scheduling of the online platforms and programs in terms of retaining monthly visitors. She oversaw the publishing of various stories to the site. On top of work completed from the office, Misa was often tasked with covering live events, conducting audio interviews, and more.

2017 - 2019 Freelance SOCIAL MEDIA CONTENT PRODUCER & MANAGER

During this time, Misa worked on social media content for South African brands like Once.Travel (Travel), The Plug Magazine, and The AI (Entertainment), in addition to American organizations Web Foundation and Alliance For Affordable Internet (A4AI now GDIP). At the time, while working as a blogger, under the moniker 'Misa Narrates,' Misa produced content in line with each brand's communicated needs and brand identity.

Misa M. Masokameng

Creator & Strategist



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Education & Certifications

2018

Social Media & Google Certifications

Twitter Flight School, Facebook
Blueprint, & Google AdWords

2015 - 2018

Bachelor of Arts, International Studies

Awarded by Stellenbosch University
majoring in Political Sciences,
History, and French

2014

French DELF Certification

Awarded by Alliance Francaise for
level B1

2011 - 2014

High School

Completed at St Mary's Diocesan
School for Girls in Pretoria, South
Africa

Reference

Brenda Madumise

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