



# Salaminah Kelebogile Leepile

## Communications Manager

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I am a creative communication practitioner passionate about media relations and relationships. My experience spans small-medium and big corporates and organisations. I enjoy guiding organisations to define their external communication objectives; From strategy to planning and achieving media coverage and placement. In today's tech world, I still value traditional media channels like radio, TV, and newspapers. They bring a solid sense of credibility and authority.

## Experience

### Freelance Media Relations Consultant at GCP

Sep 2023 - Nov 2023

I consulted for a Canadian organisation in a global campaign and my duties included:

- Developing media relations strategy from a South African media and public audience perspective
- Lobbied and coordinated media interviews
- Crafted and distributed press releases, media motivations, and comment
- Led and liaised with GCP and other organisations across the globe aligning strategies
- Media monitoring and reporting

### Media Relations Consultant at Toni Elephant Media

Oct 2021 - Apr 2022

My role was two folded: PR Account Lead and Media Relations Consultant and my duties included:

- Developing and executing media relations strategies
- Developing content pillars and ideas
- Leading a team of writers and crafting and distributing thought-leadership editorial content
- Client liaison/Media liaison with clients
- Lobbying for and coordinating media interviews
- Media monitoring and reporting

### Media and Communication Officer at SA Institute of Race Relations

Jun 2016 - Sep 2021

My role included but was not limited to:

- Developing and executing media relations strategies
- Developing content ideas together with a team of researchers and writers
- Distributing thought-leadership editorial content and media training analysts for media appearances
- Newsroom visits, brainstorming and executing media briefings and press conferences
- Liaising with stakeholders, including funders, supporters, media, and the general public
- Lobbying for and coordinating media interviews
- Media monitoring and reporting

## Education

### University of Johannesburg

Feb 2015 - Nov 2017

- BA in Strategic Communication in Marketing Communication
- BA Hons in Communication Theory

Feb 2018 - Nov 2018

## Skills

- External Communication Strategy
- Media Relations
- Public Relations
- Social Media Strategy
- Creative Thinking & Writing
- Stakeholder & Relationship Management