



NURENE JASSIEM

COMMUNICATIONS SPECIALIST

Multipotential professional with extensive experience in several industries, including omnichannel retail, mainstream media, non-profit organisations, and risk services. She excels in website management, communications training, media and communications strategy development, and storytelling. Nurene has over 20 years of experience in writing and editing content for digital platforms, niche-market publications and traditional media.



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@EmDashMediaSA



Em Dash Media



[Company Profile and Portfolio](#)

EDUCATION

BTech Journalism

CPUT, 2019

National Diploma: Journalism

CPUT, 2002-2004

SERVICES

Content Management ★★★★★

Communications Training ★★★★★

Editing and Proofreading ★★★★★

Writing ★★★★★

Media Engagement ★★★★★

Business Consulting ★★★★★

SKILLS

Interpersonal Communications ★★★★★

Attention to Detail ★★★★★

Accountable ★★★★★

Teachable ★★★★★

Motivated ★★★★★

Emotional Intelligence ★★★★★

EXPERIENCE

Media and Communications Consultant

Freelance | Since 2011

- Editorial services for: academic documents, institutional reports, media releases, profiles, articles, product descriptions and social media collateral.
- Communications consulting services: website, digital and print content management, planning and production, online reputation analysis, media liaison, and media engagement training.
- Other: communications training, motivational speaking, dialogue coaching, networking facilitation and specialist clerical services.

Technical Copywriter

PwC, Risk Services | 2022-2024

- Reviewed internal and external documents for language and style consistency, as well as design elements' conformity to brand guidelines.
- Helped to maintain the division's Knowledge Management repository and Google sites.
- Developed and presented dialogue, report writing and other training to professionals (including senior management).
- Created a document workflow system to manage expectations of turnaround times on document reviews and avoid bottlenecks and confusion.
- Managed the division's vacation worker programme. This included coordinating the wording of the adverts, arranging speakers, general logistics, and presenting communications and corporate identity-related segments of the programme.