

SANDILE MAPHUMULO

Communication Specialist & Project Manager

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PROFESSIONAL EXPERIENCE

2016 - 2022 Communication and Project Coordinator at eThekweni Municipality, South Africa

- **Project Coordination & Management** – Oversaw end-to-end project execution, ensuring alignment with scope, budget, and timelines while maintaining accurate documentation.
- **Stakeholder Engagement** – Fostered partnerships, managed multi-stakeholder forums, facilitated discussions, and strengthened collaborations across public, private, and community sectors.
- **Event Planning & Coordination** – Organized and facilitated forums, dialogues, and exchange programs, managing logistics, speakers, and technical setup for seamless execution.
- **Strategic Communication** – Developed communication strategies, media plans, and stakeholder messaging to enhance outreach and engagement.
- **Content Creation & Writing** – Crafted press releases, media advisories, articles, reports, and marketing materials for corporate and community initiatives.
- **Social media & Digital Communications** – Managed social media platforms, created engaging online content, and coordinated live-streamed discussions.
- **Media Relations & Public Relations** – Established connections with media outlets, generated publicity through press releases, and represented organizations at events.
- **Campaign Management** – Designed and executed targeted communication and marketing campaigns to drive engagement and achieve organizational goals.
- **CMS Management** – Oversaw website content updates and optimization using content management systems to enhance digital presence and accessibility.
- **Analytics & Performance Measurement** – Tracked and analyzed communication and marketing efforts, using insights to refine strategies and improve impact.

2015 – 2016 Communication Assistance at Weltwärts-Bremen, Germany

- **Content Creation & Digital Communication** – Managed social media presence, curated website content, and produced the Weltwärts-Bremen Yearbook to enhance engagement and outreach.
- **Event Coordination & Public Engagement** – Organized exhibitions, intercultural exchange seminars, and educational programs, fostering collaboration and cultural exchange.
- **Administrative & Program Support** – Provided clerical assistance, coordinated logistics, and facilitated communication for the Weltwärts-Bremen Exchange program.

2013 – 2015 Communication Assistant (Internship) at eThekweni Municipality, South Africa

- **Stakeholder Engagement & Project Coordination** – Organized forums, facilitated partnerships, and supported socio-economic development initiatives to drive collaboration and active participation.
- **Administrative & Clerical Support** – Managed office operations, provided documentation assistance, and ensured smooth execution of administrative tasks.
- **Internal Communication & Documentation** – Prepared meeting minutes, memoranda, and maintained mailing lists to enhance organizational communication and record-keeping

EDUCATION

2022 – 2025:	Studied Master of Arts: Media and Communication Science, Technische Universität Ilmenau, Germany
2017 – 2020:	Studied Bachelor of Arts Honours: Media Studies, University of South Africa
2010 – 2013:	Studied Bachelor of Arts: Communication Science, University of South Africa

SKILLS

Strategic Communication Planning, Campaign Management, Project Management, Public Relations, Stakeholder Management, Digital Marketing, Content Creation, Writing, Social Media Management, Analytics & Performance Measurement, Event Management, CMS Management, Graphic Design

SOFT SKILLS

Leadership, Teamwork, Communication, Problem Solving, Time Management, Planning, Work Ethic, Intercultural sensitivity, Creativity and Innovation

LANGUAGES

English - Full professional proficiency
Zulu - Native proficiency
German – Beginner proficiency