Nkhoakhoa Matšoele

Communication Administrator|Marketing Officer|Project Coordination

1 Year 3 Months
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Maseru

Key skills

- Canva
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Facebook Business Suite
- Meta Business Suite
- Instagram
- LinkedIn
- WhatsApp Business
- Digital Marketing
- Business Development Support
- Social Media Management
- Proposal Preparation
- Client Communication
- Content Creation
- Administrative Support
- Marketing Communications
- Microsoft Office Suite
- Brand Promotion
- Google Workspace
- Campaign Coordination
- Report Writing
- Event Marketing
- Documentation Management

Key Achievements

- **Introduced a structured records management system that improved document accessibility and administrative efficiency.**
- **Designed and published marketing materials supporting environmental and community initiatives.**
- **Coordinated executive communications and stakeholder engagement for a national non-profit organisation.**
- **Developed structured documentation systems that improved information accessibility and administrative efficiency.**
- **Supported successful marketing campaigns through digital content creation and promotional communications.**

Summary

Marketing and Communications professional with practical experience in digital marketing, content creation, social media management, brand promotion, stakeholder engagement, and business administration. A Bachelor of Arts in Public Administration and Political Science graduate with proven experience developing marketing campaigns, creating promotional materials, managing digital platforms, coordinating events, and supporting organizational communications. Skilled in Canva, Microsoft Office, Google Workspace, content writing, campaign coordination, and client engagement. Recognized for creativity, initiative, adaptability, professionalism, and the ability to manage multiple projects while delivering quality results. Passionate about helping organizations strengthen their brand visibility and achieve measurable marketing outcomes.

Work Experience

Sep 2025 — Present

Communications & Administration Support - Volunteer
VisionAfric–Lesotho

- Prepared reports, proposals and official correspondence.
- Coordinated executive meetings and stakeholder communication.
- Maintained organized filing and documentation systems.
- Supported partnership development and external communication.
- Assisted with event planning and project coordination.
- Produced presentations and communication materials.
- Worked closely with leadership to implement organizational initiatives.
- Managed schedules and administrative processes.

Aug 2025 — Present

Marketing Officer – Volunteer
Plant One Tree (POT) · Lesotho

- Planned and implemented social media marketing campaigns.
- Designed posters, brochures, flyers and promotional graphics using Canva.
- Managed Facebook and Instagram content calendars.
- Produced engaging captions and marketing copy.
- Increased public awareness through environmental campaigns.
- Coordinated promotional activities and outreach events.
- Supported stakeholder engagement and partnership communication.
- Assisted in organizing environmental awareness programs.
- Monitored audience engagement and campaign performance.
- Ensured consistent branding across marketing materials.

KEY ACHIEVEMENTS · CONTINUED

Demonstrated adaptability by successfully combining leadership, administration, communications, and marketing responsibilities across multiple organisations.

Digital Tools

- Canva
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Facebook Business Suite
- Meta Business Suite
- Instagram
- LinkedIn
- WhatsApp Business

Core Competencies

- Digital Marketing
- Business Development Support
- Social Media Management
- Proposal Preparation
- Canva Design
- Client Communication
- Content Creation
- Administrative Support
- Marketing Communications
- Microsoft Office Suite
- Brand Promotion
- Google Workspace

Education

Bachelor of Arts, 2025

National University of Lesotho, Public Administration and Political Science

Projects

Plant One Tree Campaigns

- Designed over 40 promotional posters using Canva.
- Managed environmental awareness campaigns.
- Created digital marketing content for Facebook and Instagram.
- Assisted in planning outreach campaigns and community engagement initiatives.

Vision Afric Marketing

- Produced promotional materials for conferences and youth programs.
- Supported branding and communication campaigns.
- Designed marketing collateral for public events.

Digital Communications & Brand Management

- Supported organizational communication across Facebook, Instagram, and LinkedIn.
- Designed posters, educational graphics, and campaign materials.
- Maintained consistent branding across digital platforms.