

Skhu' Xinwa

PROFILE

I enjoy the work of reaching across using words and imagery to deliver on a set goal. Also addicted to good results. I have a knack for explaining complex matters in simple or understandable terms.

Highly organized, a keen eye for detail (read: message and meaning) and solutions orientated thinking, are the hallmarks of my work ethic. I enjoy working with, and across teams to achieve common goals.

Over past 20 years, I have been helping to tell the wonderful of story of South Africa, locally and beyond. It's worth telling, for it is rich with opportunity, fascinating everyday and burdened with many challenges. Everyday promises another shot at winning as a nation. And I most privileged and proud to be part of that effort.

CONTACT



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South Africa



EDUCATION

B.A. Communications

University of Fort Hare
1990 - 1992

Majors: Communications and Psychology

Certificate in Business Studies and Marketing

Boston City Campus (East London)
1993

Core Courses: Marketing, Marketing Communications, Corporate Communications, Economics and Business Studies

Certificate in International Relations

Institute of International and Diplomatic Studies, Tahir Square
Cairo, Egypt

Jan 1994 - April 1994

Core Modules: Investment Promotion and Trade, International Politics, Globalization, Developmental Economics and Global Competitiveness

Advanced Studies in International Relations and Diplomacy

Institute of Diplomatic Studies, DIRCO, Hatfield, Tshwane, South Africa

Jan 1996 - Dec 1996

Core Modules: The New South Africa, Foreign Policy, International Trade and Economics, Trade and Investment Promotion.

KEY SKILLS & EXPERIENCE

Corporate Communications

- 20 year local & international experience (in Africa & Asia)
- 15 years at management level

Stakeholder Relations

- 18 year local and international experience (in Africa & Asia)
- 7 years as a consultant & 10 years at management level

Marketing

- 14 Year experience marketing products, services, ideas, concepts and a country
- Locally and internationally

Brand & Reputation

Management

- 14 years championing brands locally and internationally
- 10 of those years as a manager

Corporate Social Investment

- 15 year local and international experience (Africa, mainly)
- CSI initiatives in education, sports, culture and youth development

Work Experience

Media Relations Officer

Dept of International Relations and Co-operation (DIRCO)

Tshwane, South Africa

June 1996 -September 1997

On the main, the role entailed the following responsibilities:

- Implementation of the Department's media communications strategy
- Drafting and issuing media statements, conducting media interviews
- Managing all logistics relating to media conferences and briefings
- Analysis of media coverage and commentary
- Assist in managing media relations and related logistics for incoming State Visits

3rd Secretary (Media Relations and Public Affairs)

South African High Commission, Kuala Lumpur, Malaysia

October 1997 - October 2002

South Africa's diplomatic mission in Kuala Lumpur is accredited in Malaysia, Philippines and Brunei. In the role I delivered in these set responsibilities to be carried across the 3 countries of accreditation:

- media relations management,
- marketing of South Africa and managing SA's brand image,
- stakeholder relations management
- economic and political reporting
- assisting the Trade Office during investment, trade and tourism promotion events

Work Experience continues....

Work Experience

Senior Consultant: Stakeholder Relations and Public Affairs
Arcay Communications, Killarney, Johannesburg, South Africa March 2003 – April 2005

Stakeholder relations, marketing communications, public affairs and corporate social investment services, on a consultancy basis. Some of the clients local and international clients include The International Marketing Council, Brand SA, Digimarc, Nike South Africa, Bill and Melinda Gates Foundation and Carnegie Corporation of New York. Also led the internal role of managing the consultancy's bi-annual intake, training and mentoring of interns.

Research Consultant
Monitor SA, Houghton, Johannesburg, South Africa
May 2005 – January 2006

Researcher on market competitiveness for public sector clients in sports, tourism, communications, agriculture and safety and security. These are some of the highlights of work delivered:

- part of a broader team that delivered on getting businesses in tourism ready to host FIFA 2010 World Cup.
- stakeholder relations work on the RICA project to curb the use of untraceable sim cards used in illicit crimes.
- research assistant on the underlying reasons why emerging farmers are not scaling up and, thus, not competitive enough to export their product.

Senior Consultant
Text 100 Media Consultancy, Rivonia, Johannesburg, South Africa – March 2006 – October 2006

A fill-in short term contract position heading two small teams that provided the following services to corporate clients (e.g. MasterCard MEA, Microsoft South Africa and Samsung South Africa):

- communications strategy development & implementation
- marketing communications, public affairs and media relations management
- stakeholder relations management

Work Experience

Manager: Stakeholder Relations

MultiChoice Africa, Randburg, Johannesburg, South Africa

November 2006 – August 2010

On the main, the position entailed managing business relations across 47 markets in Africa:

- the key stakeholders included, but are not limited to, business partners, investors, government ministries and departments, senior media practitioners & non-profit organisations.
- provided key tactical support to Regulatory and Marketing units on their initiatives in various markets on the continent.
- oversaw corporate social investment programmes for MultiChoice Africa across the 47 markets in where DStv is offered (excluding South Africa)

Manager: Customers Services

Yookos Microblogging, Randburg, Johannesburg, South Africa

August 2011 – June 2014

The position required the building, delivering and managing of an online customer service capability for a new social media startup. This included:

- developed, implemented and monitored customer service strategy, standards, systems, policies and procedures from the ground up.
- led a customer service team, serving over a half a million active online customers, across the globe
- built and oversaw Yookos' corporate communications and public relations functions. Provided marketing communications support to the sales team.
- developed Yookos's social media strategy focusing on marketing, active user engagement, customer service, monitoring and analysis to enhance Yookos brand reputation and value
- managed relations with high level stakeholders (e.g. investors and key service partners) in support of and on behalf of the CEO: Yookos.

Work Experience continues....

REFERENCES

Mr. Mandla Higa,
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Pastor Ntlanganiso Mthwa,
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Work Experience

General Manager: Learnerships and Short Courses AnaSimKwa 3, Mthatha, Eastern Cape, South Africa

November 2016 -March 2020

AnaSimKwa 3, based in Mthatha, specializes in education and training. Mainly learnerships and short courses to corporate clients.

As General Manager, I performed the following functions:

- managing business relations with corporate sponsors, government departments, schools and service partners
- administration of short courses and learnerships.
- researching, compiling, accreditation of course content.
- student liaison and managing an online community of students
- in-class facilitation.

Director

H2K Holdings, East London, South Africa

March 2023 - To Date

Founded H2K Holdings, a consultancy which provides services in corporate communications, social corporate investment and public affairs. Occasionally dabbles in supplying various products and services to both private and public sector clients.