

NYARAI CHAPINGIDZA

COMMUNICATIONS AND PUBLIC RELATIONS PROFESSIONAL

CONTACT

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EDUCATION

Bachelor of Business
Queensland University of Technology
2012 - 2016

Graduated with a Bachelor of Business, majoring in Public Relations.

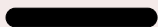

Bachelor of Creative Industries
Queensland University of Technology
2012 - 2016

Graduated with a Bachelor of Creative Industries, majoring in Communications.

SKILLS

- Social Media Management
- Community Relations
- Media Relations
- Communications

LANGUAGES

- English 
- Shona 

PROFILE

As an accomplished Public Relations Professional with over 8 years of experience, I have successfully navigated both agency and in-house roles, showcasing my adaptability and understanding of diverse working environments. With a strong command of strategic communications, I possess a track record of amplifying organizational work and effectively engaging stakeholders.

My professional journey has encompassed global exposure, having dedicated 5 years to professional endeavors in Australia, followed by 3 years in Zimbabwe and South Africa. This international experience has provided me with a profound understanding of cross-cultural dynamics and the ability to work with organizations across borders.

WORK EXPERIENCE

COMMUNICATIONS SPECIALIST 12 MONTH CONTRACT

Archdiocese of Brisbane

Jan 2024 - Jan 2025

- Spearhead the development and execution of comprehensive communication strategies to enhance engagement within the community.
- Manage public relations efforts, ensuring the organization's message aligns with its core values and reaches a broad audience through multiple media channels.
- Oversee the production of high-quality content, including press releases, newsletters, and digital content, that reflects the organization's mission and outreach programs.
- Collaborate closely with media outlets and stakeholders to foster partnerships and enhance the organization's public image.
- Utilize analytics tools to monitor, evaluate, and enhance the effectiveness of communication campaigns and strategies.

MARKETING & COMMUNICATIONS MANAGER

International Anti-Poaching Foundation





2021-2023

- Developed and implemented the organization's communications strategy, increasing brand visibility and engagement with stakeholders by 50%.

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EXPERTISE



- Crisis communications and reputation management, including strategic decision-making during high-stakes situations.
- Demonstrated expertise in crafting impactful press releases, media statements, and other communication materials.
- Extensive experience in media monitoring and analysis, allowing for proactive identification and mitigation of potential issues.
- Proven track record in event planning and coordination, successfully executing high-profile events and driving brand visibility.
- Strong relationship building and engagement with journalists and influencers, resulting in successful media coverage and collaborations.

REFERENCES

Albert Paradzai

-  +263 772207642
-  albert.paradzai@iapf.org

Warren Marsh

-  +61 434 609 027
-  warren.marsh@autogeneral.com.au

- Created external communications pieces such as press releases, newsletters, and social media content to promote the organization's conservation efforts to a global audience.
- Worked with a team to organize several successful fundraising events, which raised over \$100,000 for the conservation of endangered species.
- Collaborated with local communities in Zimbabwe to address human-wildlife conflict issues and promote conservation efforts.
- Conducted community consultations and needs assessments to understand local challenges and priorities better.
- Coordinated community outreach events such as wildlife education workshops, school engagement activities, and community cleanups.

PUBLIC RELATIONS MANAGER

Auto & General

2019-2021

- Led the crisis communications and management strategies for the organization, effectively navigating and mitigating reputational risks during high-stakes situations.
- Drafted highly effective press releases, media statements, and other communication materials to ensure key messages were accurately conveyed to the media and stakeholders.
- Conducted extensive media monitoring and analysis, proactively tracking and addressing potential issues, and safeguarding the company's brand reputation.
- Collaborated closely with executive leadership and legal counsel to provide strategic guidance and recommendations in response to media inquiries and crises.

Public Relations Executive

Accor Hotels





2018 -2019

- Orchestrated media famils that showcased key properties to journalists and influencers, successfully generating positive media coverage and increasing brand visibility..

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- Coordinated and executed a variety of high-profile events, including press conferences, product launches, and media receptions, effectively enhancing brand presence and strengthening media relationships.
- Developed and implemented PR campaigns to promote various properties, resulting in a significant increase in occupancy rates and brand awareness.
- Actively engaged with journalists and influencers, cultivating strong relationships and securing media coverage through press releases, media pitches, and media visits to properties.

Public Relations Executive

The Red Republic

2016 -2018

- Collaborated with a team of public relations professionals to develop and execute strategic PR campaigns for multiple clients.
- Assisted in planning and organizing various PR activities, including social media campaigns, events, product launches, and press releases.
- Conducted extensive research and analysis to identify target audiences and create tailored messaging for client campaigns.
- Managed client relationships, serving as the primary point of contact and ensuring effective communication and collaboration.
- Monitored media outlets and social media platforms to track brand mentions, public sentiment, and emerging trends related to clients and their industries.
- Developed and maintained media lists, fostering relationships with journalists, influencers, and industry experts.
- Created compelling content for press releases, media pitches, blog posts, social media posts, and other PR materials.
- Assisted in crisis communication management and provided support in handling sensitive client issues.

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TO WHOM IT MAY CONCERN,

As a seasoned PR professional with a diverse background, I believe my experience aligns perfectly with the requirements of this role.

In my most recent position with a conservation NGO in Zimbabwe, community engagement was a key part of my responsibilities. I successfully executed strategic PR campaigns, created engaging content, and built strong relationships with stakeholders to raise awareness of the organization's mission. Our efforts resulted in increased community engagement and support for our initiatives.

Having worked in both Australia and Southern Africa, I have gained valuable experience on a global scale. This exposure has equipped me with the ability to navigate different cultures and communication channels effectively. I am attuned to cultural nuances and adept at developing targeted campaigns that resonate across borders.

One project that stands out is the auction we organized with our conservation company. By auctioning items from our conservancy to supporters and donors, we aimed to highlight the dedicated work of our rangers in protecting wildlife. The success of this initiative allowed us to position the rangers as unsung heroes and encouraged donors to engage further with our cause.

With my extensive experience in PR, I possess a wide range of skills, including media relations, crisis management, content creation, stakeholder relations, event management, and social media expertise. I am known for my professionalism and strong interpersonal skills, which enable me to collaborate effectively with colleagues and stakeholders at all levels. I am committed to delivering high-quality results that exceed expectations.

I am truly excited about the prospect of joining your organization. I am confident that my experience, passion, and skills will make a valuable contribution to your public relations team's success.

Thank you for considering my application. I look forward to discussing further how my background aligns with this position.

SINCERELY,



NYARAI CHAPINGIDZA