

# TLALENG MABULA

Creative Content Writer



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## EXPERTISE

Scriptwriting  
Creative Storytelling  
Content Planning  
Content Development  
Multimedia Production  
Digital Content Optimization  
Social Advocacy Media  
Editorial Coordination  
Customer Experience & CRM

## EDUCATION

HIGHER CERTIFICATE  
FILM AND TV PRODUCTION  
mictseta  
Johannesburg, South Africa  
2019 – 2020

TRAINING CERTIFICATE  
Institute for the  
advancement of Journalism  
2018

## CAREER SUMMARY

I am a creative and strategic content writer with over 5 years of experience in scriptwriting, multimedia production, and digital storytelling. My background includes developing engaging scripts for television, contributing to social advocacy media projects, and crafting content aligned with brand messaging and audience needs. I bring a strong command of SEO, proofreading, and social media engagement, alongside a solid foundation in Film and TV Production. Passionate about impactful storytelling, I thrive on turning ideas into content that informs, inspires, and connects with diverse audiences.

## PROFESSIONAL EXPERIENCE

SCRIPT WRITER  
OL Afrika Media and Art Foundation

MAR 2019 – DEC 2024

As a key member of the content development team, I was responsible for end-to-end script creation for a variety of media productions, including television shows and advocacy-driven content. My duties involved:

- **Research & Development:** Conducted thorough research on assigned topics, audience demographics, and cultural context to ensure scripts were relevant, accurate, and emotionally resonant.
- **Content Planning:** Participated in brainstorming sessions and contributed original ideas for storylines, episode structures, and campaign messages.
- **Formatting & Editing:** Prepared professional script layouts in industry-standard formats, ensuring clarity, continuity, and coherence across all written material.

MULTIMEDIA PERSONNEL  
Global Girl Media, Johannesburg, South Africa

JAN 2017 – DEC 2020

During my time with Global Girl Media, I underwent hands-on training and contributed to multimedia journalism projects focused on advocacy, especially around the wellness and empowerment of women and children. My responsibilities included:

- **Content Creation:** Produced multimedia stories that highlighted social issues affecting young women and communities in South Africa, including interviews, photo essays, blog posts, and video reports.
- **Video Production:** Supported the filming and editing of video content, including scripting, storyboarding, and basic camera operations.
- **Field Reporting:** Participated in on-the-ground reporting, covering local events, community issues, and youth-led initiatives, often capturing both visual and written content.

CUSTOMER CARE AGENT  
Trends Cocktail Lounge, Lenasia, South Africa

FEB 2013 – DEC 2016

As a Customer Care Agent at Trends Cocktail Lounge, I was responsible for ensuring a high standard of service delivery and customer satisfaction in a fast-paced hospitality environment. My key responsibilities included:

- **Reservation & Booking Management:** Operated booking systems to manage table reservations efficiently, including peak-time scheduling and large group bookings.
- **Customer Support:** Provided front-line assistance to the restaurant online costumers , addressing inquiries, handling complaints, and ensuring that each customer received prompt and courteous service.