

KENALEONE

*Portfolio*

GAPÉ



# KENALEONE GAPE

Strategic Communications & Digital Strategy Professional

## 10 YEARS COMMUNICATIONS & WRITING EXPERIENCE

Digital Content Strategist/Creator  
Voice Over Artist  
Podcast Host  
Copywriter  
MC

# Digital content strategist / manager / creator

I write, analyse, report, aim to enlighten and spot opportunities to create content from a mile away. I also keep myself inspired and enthused by the ever-changing digital landscape through content on my own social platforms, podcasting, recording voice-overs for brands, speaking at events, or learning new skills.

Currently, a UX writing course.

# BRANDS WORKED ON

JUNGLE OATS

MEDI COACHING

DRUM MAGAZINE

TRUE LOVE MAGAZINE

THRIVE BREAKFAST

CROSSE & BLACKWELL

GOODWELL INVESTMENTS

HEINEKEN

VIP SA

SOL BEER

BEST DRIVE

STRONGBOW

LIPTON'S ICE TEA

TWINSAYER

ELE APPAREL

ENGLISH BLAZER

YARDLEY

METROPOLITAN GET UP

MEDI PUBLISHING

TSHWANE FM

DOCTORS WITHOUT BORDERS

DEFY

10X INSURANCE

MWEB

PURITY

STREET STORE

FATTI'S AND MONI'S

SA HOME LOANS

OMO

PONGRACZ

DEFY

JUNGLE OATS

RAJAH

HELLMAN'S

UNILEVER

LULALEND

BERTHA CENTRE OF SOCIAL INNOVATION AND ENTREPRENEURSHIP



# SOME OF MY WORK





# RECENT/CURRENT

## Lulalend

Content Strategy | Content + Social media management | Digital reports | SEO blog writer | SM content | Content calendars | Guides

### 4 Useful tips for planning your 2022 marketing content

by Kenaleone Gape | Dec 17, 2021 | SME challenges, Finance and Funding, Resources and Tips, Featured Article |



**Lulalend** @Lulalend · Mar 25

We're not turning our backs on businesses that need a cash boost.

Here are 5 ways to access business funding when you need it most.

#Lulalend #CashFlowManagement #Fintech #BusinessFunding



How to access business funding

**1. Find your source of funding** 💰

E.g. **NYDA** business funding, Bank loans, Small Enterprise Finance Agency (**SEFA**), DTI funding for small businesses, **angel investors**, etc.

**2. Nail your business proposal** 📄

To be considered for funding from the bank, you need a **detailed proposal** on what you need the funding for.

**3. Get your score in order** 📊

Before financial institutions consider people for funding, they **check your eligibility**. One way of doing this is through your **credit score**. Pay all your creditors on time to maintain a healthy profile.



5 Reasons why access to business funding is important

### 5 Reasons why access to business funding is important

by Kenaleone Gape | Sep 17, 2021 | SME challenges, Finance and Funding, Management and Operations, Resources and Tips, Featured Article | 0 Comments



5 Ways to prepare your business for the festive season

### 5 Ways to prepare your business for festive season sales

by Kenaleone Gape | Nov 23, 2021 | SME challenges, Finance and Funding, Resources and

team\_lulalend

1/10

### How to take a holiday as an SME owner

🏖️



### The SME Guide to Conducting a Business Review

An in depth look at how you can improve your business operations.



**Lulalend** Your Friends In Funding



Digital conference speaker/presenter on content strategies  
Presentation example from Radius Group Digital Conference

# Customising Content

## Social Media Content Strategy

Creating meaningful messages for consumers



KENALEONE GAPE CONTENT STRATEGY PRESENTATION | 2021

# Embracing imperfect content for better results

### Improve messaging

- Stay engaged
- Improve on quality
- Play around with content pillars

### Community management

- Build value
- Seize opportunities
- Respond
- Customer service

### Measure

- Use analytics tools or analytics available on each platform

### Reward loyalty

- Run competitions
- User-generated content
- Exclusive privileges

### PR

- Address concerns
- Attend to negative feedback
- Transparency

### Get creative

- Play around with content pillars and see which ones get the best engagement



KENALEONE GAPE CONTENT STRATEGY PRESENTATION | 2021

# Today's Agenda

By the end of the session, you will understand...

01

Traditional Marketing vs Social Media Marketing

02

Experiencing content like your consumers

03

Content on different social media platforms

04

Customize content for your users

05

Embracing imperfect content for better results

KENALEONTLA@GMAIL.COM

02

# Experience content like your consumers



## Where to start?

Establish your target audience.

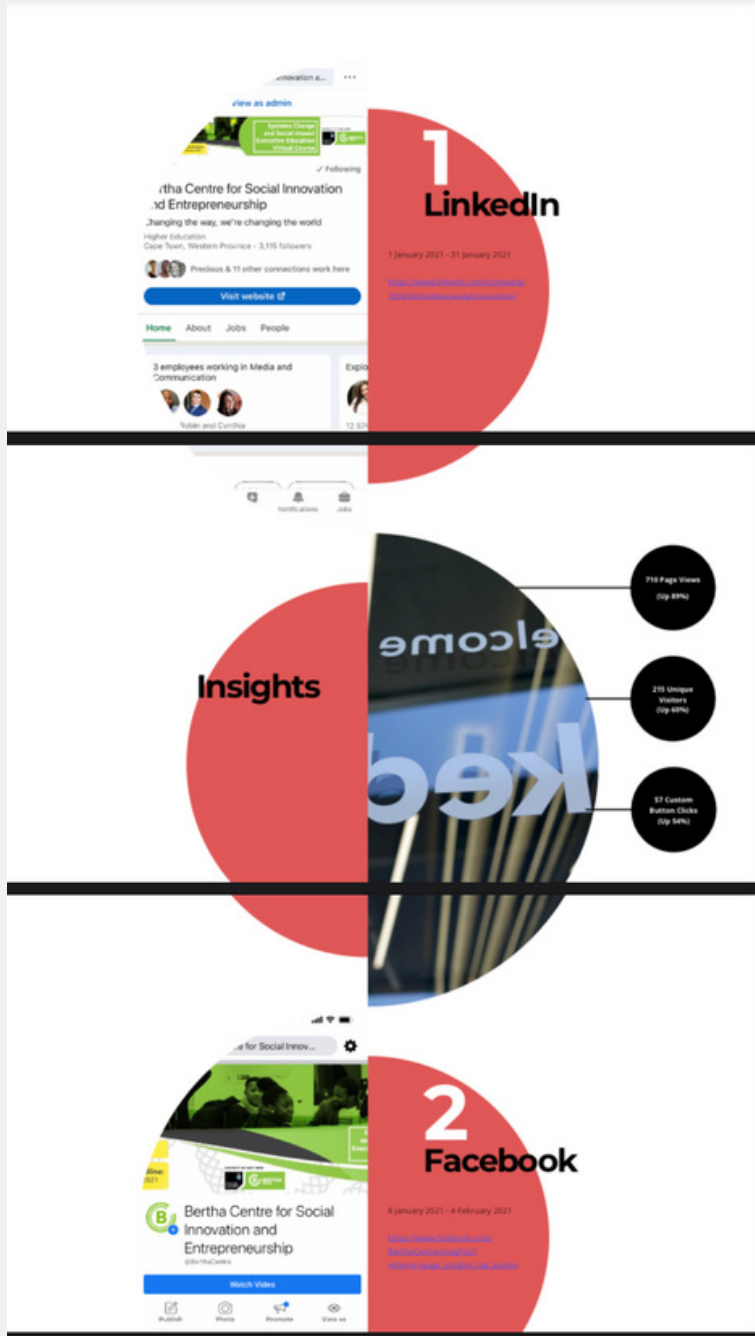
- Who are they?
- What platforms are they on?
- What content would they like to consume on those platforms?
- What should you post on each platform that naturally fits their feed?

KENALEONE GAPE CONTENT STRATEGY PRESENTATION | 2021



# Bertha Centre for Social Innovation and Entrepreneurship

Thought Leadership Posts | Social Media Strategy | Social Media Content





**Bertha Centre for Social Innovation and Entrepreneurship**

Published by Hootsuite

27 January at 10:00 · 🌐

Reflecting on 2020 and getting ready to take on 2021 what would you say are the core themes within systems change and social innovation that you'll be paying close attention to this year?

At Bertha Centre, we have our eye on Financial Innovation, Health Systems Innovation, Education Innovation, Innovative Youth Development as well as an eye on Policy and Governance Innovation.

Let us know where your interests lie.





**Bertha Centre for Social Innovation a...**

3,235 followers

1mo · 🌐

With technology and digitisation disrupting many spheres of education as well as schools due to open in February - possibly with some lockdown restrictions still in place for South Africa - is our education system set up to optimise education for as many students as possible this year?

[#SystemsChange](#) [#EducationInnovation](#) [#Convening](#)





**Bertha Centre for Social Innovation a...**

3,235 followers

3w · 🌐

In what is being called the “global vaccine apartheid”, the poorest countries are missing out on sufficient doses of vaccines at the mercy of profits. This has led organisations such as [Amnesty International](#), [Frontline AIDS](#), [Global Justice Now](#) and [Oxfam](#) to join forces in a People’s Vaccine Alliance. The aim is to campaign for better access to vaccines and for pharmaceutical corporations to share their technology through the [World Health Organization](#) Covid-19 Technology Access Pool, and for billions of more doses to be manufactured for all who need them.

Learn more about why this is an important step for social justice in Katusha de Villiers' opinion piece for [Daily Maverick](#), titled 'Covid-19 is the social justice challenge of our time'.

[#HealthSystemsInnovation](#) [#SystemsJustice](#)  
[#SystemsInnovation](#) [#Educating](#)








# FEATURES & BLOG POSTS

## Metropolitan Getup



Blog posts






### Kenaleone Gape

Digital Content Strategist and Writer Imaginative analytical and curious, with my work experience spanning throughout strategic communications. I write, analyse, report and spot opportunities to create content from a mile away. If my head is not in that cloud, I'm podcasting, in-studio recording a voice-over, speaking at an event, or learning something new.








Career Development

### Tighten up on skill-stacking, jobs of the future are now!

The 4th industrial revolution has introduced a new era of economic activity. The interactions that citizens have had with jobs and services in the past are being reshaped by shifting lifestyle demands and digital innovations. This is impacting countries and organisations on many levels.

- By Kenaleone Gape  
26/05/2020 | 5 min read





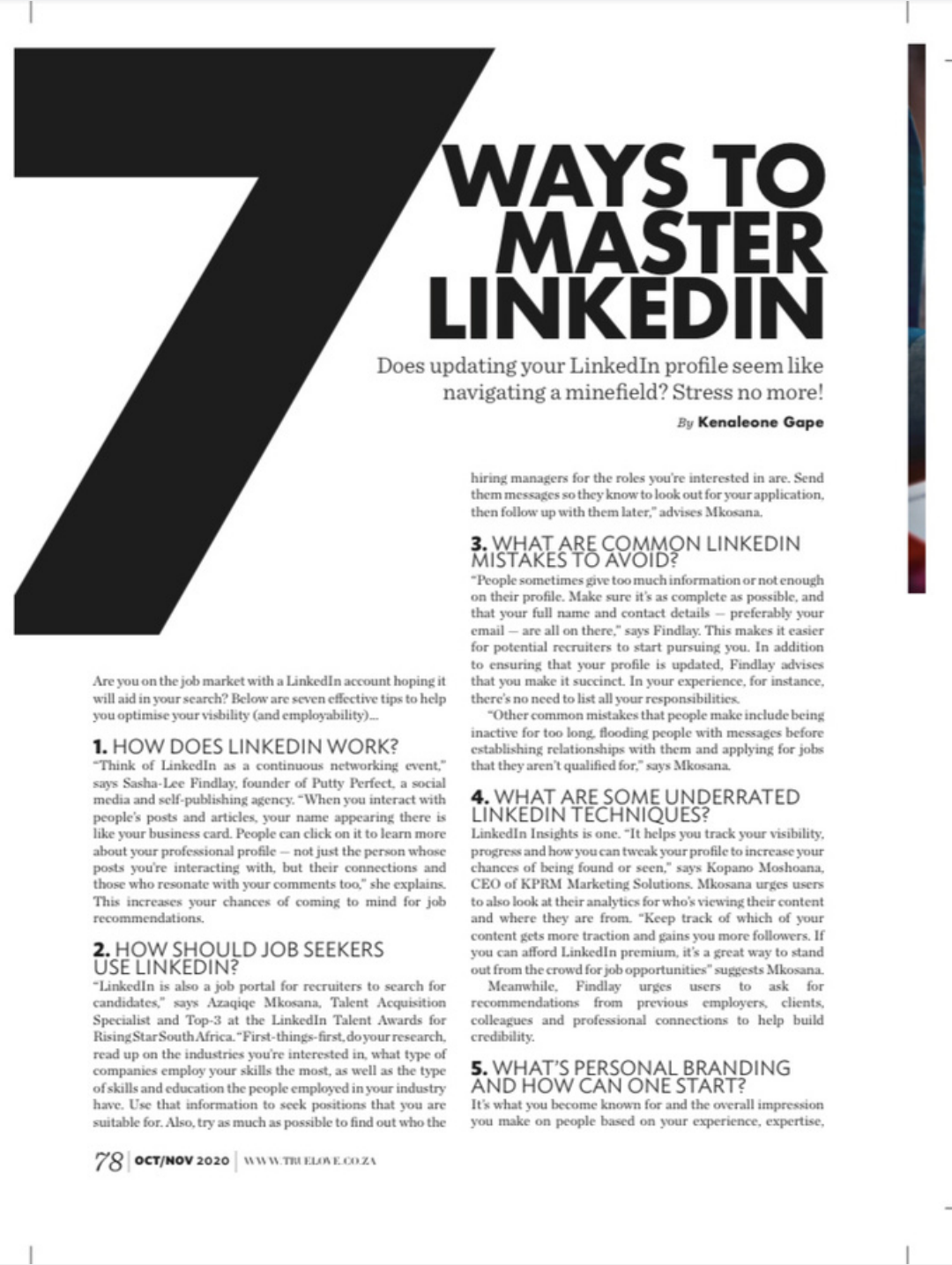
GetUp Hacks

### What is the role of entrepreneurs in South Africa's future?

Entrepreneurship has become somewhat of a buzzword. So, people may have various understandings that they are comfortable accepting. Some explanations are more precise and others can be relatively broad and sometimes confusing.

- By Kenaleone Gape  
26/05/2020 | 4 min read







## BIG business

NAME: **Nonkululeko Gobodo**  
COMPANY: **Executive Chairman of SizweNtsaluba-Gobodo Southern Africa**  
SINCE: **2012**



Nonkululeko Gobodo is the first black female chartered accountant in SA. She founded Gobodo Incorporated in 1996 and in 2011 merged with SizweNtsaluba VSP to form SizweNtsalubaGobodo, the largest black auditing and accounting firm and the fifth largest in SA.

*"I was exposed to the running of a business from an early age"*

Nonkululeko grew up in a middle-class family, and she continues to be thankful for the opportunities her parents availed to her and the work ethic they instilled in her. "I was exposed to the running of a business from an early age because I worked in my parents' business. This laid the foundation for my achievements."

"Growing up in the '80s, we had very few

black chartered accountants as mentors. I was driven to be part of this dynamic profession despite the obstacles," she shares. "Having a clear vision together with hard work enabled me to realise my career goals."

Nonkululeko began her career as a junior lecturer at the now Walter Sisulu University and later served articles with KPMG.

Today, as the executive chairman of SizweNtsalubaGobodo, her main role is being a business strategist and a leader. "In a firm that is redefining the accounting landscape in SA, being a key player requires commitment, diligence, consistency and balance," she adds.

"One of my greatest achievements has been gaining a work-life balance. This allowed me to grow a small entity into a large business, while raising kids as a single mother and watching them become independent, self-aware individuals."

## SMALL business

NAME: **Nonkululeko Mogotsi**  
COMPANY: **Founder of Savycor Trading, Intombi Domestics**  
SINCE: **2002**



In 2006 Nonkululeko Mogotsi, 36, decided to open Intombi Domestics, a domestic worker placement agency.

"My domestic worker from Lesotho passed away in a car accident and the agency I'd hired her from was only interested in her salary, with no concern about her and her family. I was appalled," she says.

Nonkululeko then decided to start an agency that would care for domestic workers holistically and ensure that they are well trained. "I source domestic workers from all around, especially Lesotho. I find out where their homes and their next of kin are and I train them, complete the necessary paperwork and then place them."

"Family is very important to me," she adds. It is her love for her family that inspires her to work hard.

"As a businesswoman, I have to make sure that there is a consistent flow of income to support my family, and this tends to take up most of my time." Nonkululeko says her family is also her biggest support structure.

"My daughter often comes up with ways to lighten my workload, and her ideas are out of this world," she enthuses.

Her work also poses many challenges. "My days can be hectic, from dealing with people who lie about references to employers who refuse to sign contracts," she says.

*"I source workers for my agency from all around, especially Lesotho..."*

"But it has been such an exciting learning curve. I have gone through HR manuals to learn how to be objective. Most importantly, I've learnt how to embrace our uniqueness. Working with ladies from different countries has taught me the benefits of versatility in the work environment."

COMPILED BY Kenaleone Gape PHOTOGRAPHY Gallo Images/Getty Images, Julie Paggione

## GREAT ESCAPES

From island capers to the world's best views, KENALEONE GAPE discovers some of the most coveted vacation spots

## Best Beach Resorts



## South Africa

**The Oyster Box**  
Umhlanga, KwaZulu-Natal  
One of SA's most loved and distinguished hotels since its opening in 1947, The Oyster Box is internationally recognised for its outstanding service, lush tropical gardens and magnificent seaside setting. Recently refurbished, it combines modernity with a colonial setting.  
[www.oysterboxhotel.com](http://www.oysterboxhotel.com)

## Africa

## Marlin Lodge

**Mozambique**  
With 19 chalets situated on the Flamingo Bay coastline, Marlin Lodge offers visitors unparalleled luxury within a pristine tropical resort. It's the stuff fantasies are made of: shimmering transparent water, pure white sand, palm trees, sun loungers and cocktails. Activities range from diving along unspoiled reefs to waterskiing.  
[www.marlinlodge.co.za](http://www.marlinlodge.co.za)



## South Africa

## Robben Island

**Cape Town**  
Robben Island's buildings, constructed in the late 20th century as a maximum-security prison for political prisoners, now symbolise freedom over oppression and racism. The island hosts 17th-century quarries, a chapel, a lighthouse, the lepers' church and a derelict World War II military structure.  
[www.robbenisland.org](http://www.robbenisland.org)

## Africa

## Mnemba Island Lodge

**Zanzibar**  
This private island off the coast of Zanzibar offers ivory-white beaches and exclusivity. Enjoy a coastal lifestyle in five-star luxury. This retreat comes with great food and exceptional service and all the rooms are beautifully appointed.  
[www.mnemba-islands.com](http://www.mnemba-islands.com)



## International

## Half Moon, Montego Bay

**St James, Jamaica**  
Stretching across 400 landscaped acres with 33 stately four- to seven-bedroom villas equipped with personal staff and a private pool, this is a millionaire's getaway. Breathtaking views, water sports, the exclusive natural Dolphin Lagoon, a shopping village, the Robert Trent Jones-designed golf course, gourmet dining and world-class entertainment – all this will make you book a ticket.  
[www.halfmoonjamaica.com](http://www.halfmoonjamaica.com)



## International

## Nukubati Private Island

**Fiji Island**  
Five-star luxury will greet you on this island. Touch down at Labasa Airport and enjoy a drive through lush farmland before taking a five-minute boat ride from Nukubati Jetty to the island of your dreams.  
[www.nukubatifiji.com](http://www.nukubatifiji.com)



## Best Islands



## CURTAIN CALL

Atandwa Kani speaks to **KENALEONE GAPE** about acting being his destiny, getting sterling reviews and his latest project



survive in it and thrive in it.

**Getting lead roles** in big productions, like playing Ariel in *The Tempest* and performing in Cape Town and England, is hard work. It requires diligence and not taking things for granted.

**Reading reviews from people** such as Sean Hewitt from the Nottingham [England] local news site saying, "In the musical, *The Tempest*, scene-stealing Atandwa Kani was the best Ariel I've ever seen", is expected. Even though I avoid reading reviews,

**As the son of an actor**, I was exposed to theatre from a very early age. I've been watching plays from the age of four and I learnt about performing from both a business and artistic perspective. I've been a part of this world for so long. By the time I matriculated in 2002, I realised this was all I knew.

**I tried running away** from being an actor. After high school I went to RAU to study Audio Visual Production Management. Well into this I realised just how unbearable it was for me. The business aspect of it all was too rigid.

**I studied theatre performance** soon after. I got myself registration forms from Wits University and filled them out. Trying to persuade my father to sign the forms was not easy.

**Understanding the mechanics** of the field you want to enter into is very important. This is why I studied theatre performance: I wanted to understand the rules of this industry so as to

hearing ones such as these makes me feel that putting work into my performances warrants such feedback.

**I am currently working on a show called *The Island*** as the character, John, a political activist imprisoned on Robben Island. I am working alongside another phenomenal theatrical performer: Nat Ramabulana. This is a madness of a play. It makes me feel very anxious yet excited.

**Putting together a play** is hard work. Battles and scars are inevitable, but everything comes together in the end.

## CATCH ATANDWA KANI IN THE ISLAND:

**WHEN:** 17 January – 24 March

**WHERE:** Market Theatre

**COST:** From R50

**TICKETS AND INFORMATION:** 011 832 1641

## Arts



## WORD AND WINE FESTIVAL 8 - 10 March

If you love good wine and good literature, this is the event for you. The Greater Simonsberg wine area will form the scenic backdrop to this festival, which is a celebration of all things related to wine and words. The festival will end with a market day on the Sunday. Diarise it now.

**WHERE:** Simonsberg Wine Route, Stellenbosch

**COST:** Free

**TICKETS AND INFORMATION:**

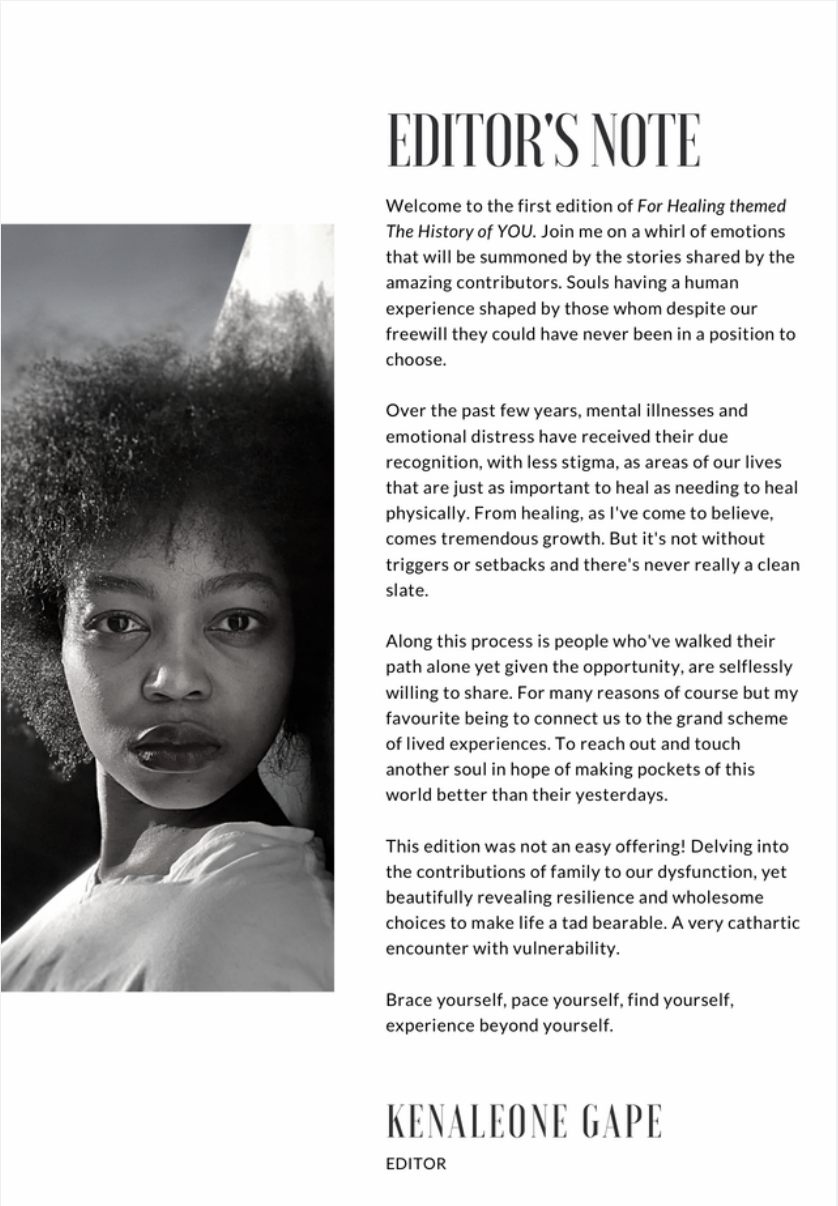
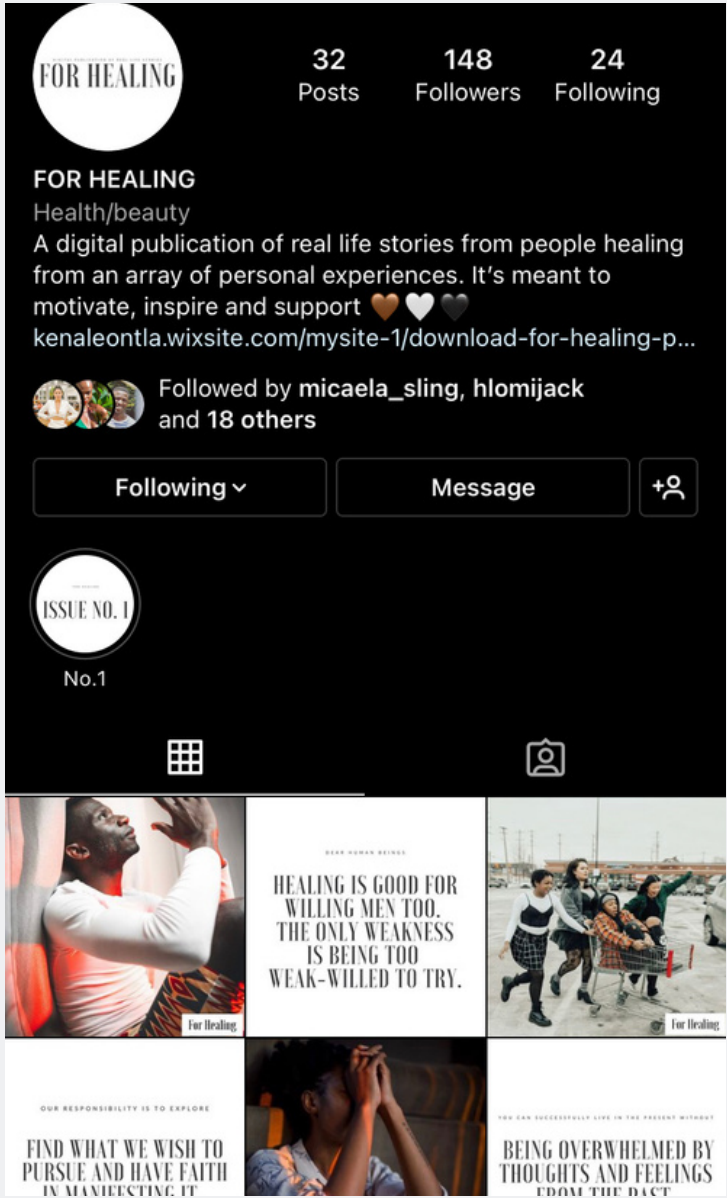
[www.wordfees.co.za](http://www.wordfees.co.za)



# PERSONAL PROJECTS: DIGITAL PUBLICATION

## For Healing Publication

Interactive digital magazine | Research & editing | Design and layout | Instagram page





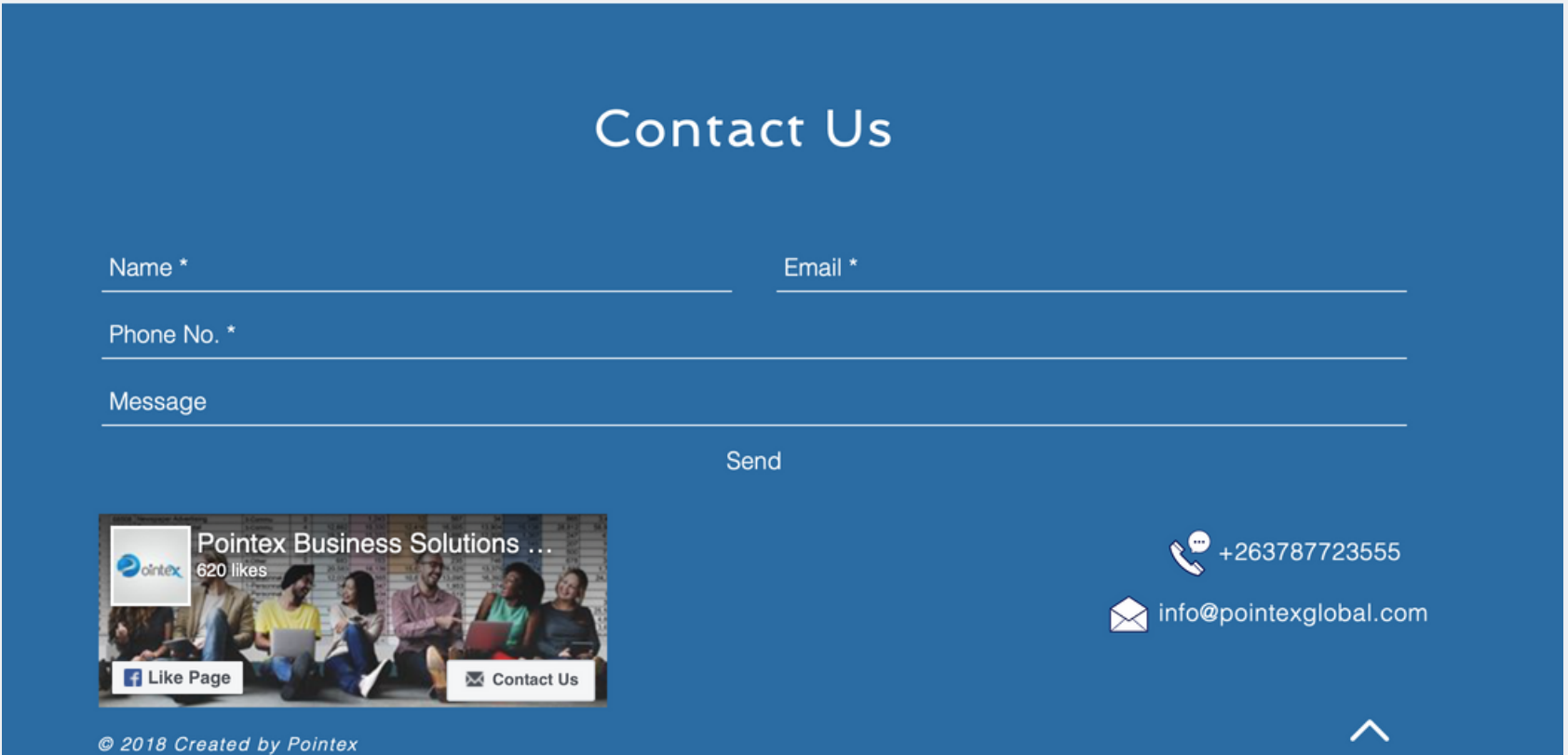
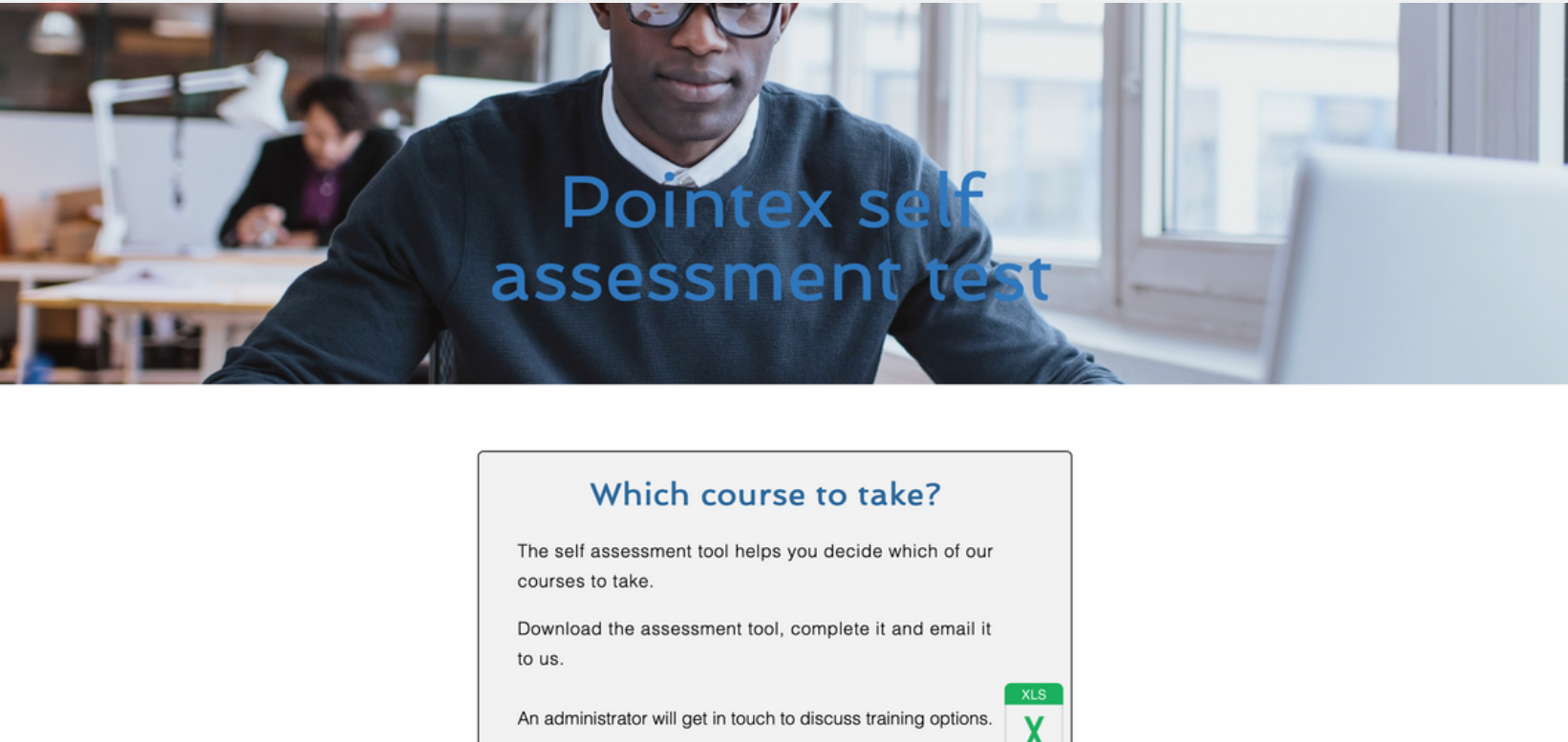
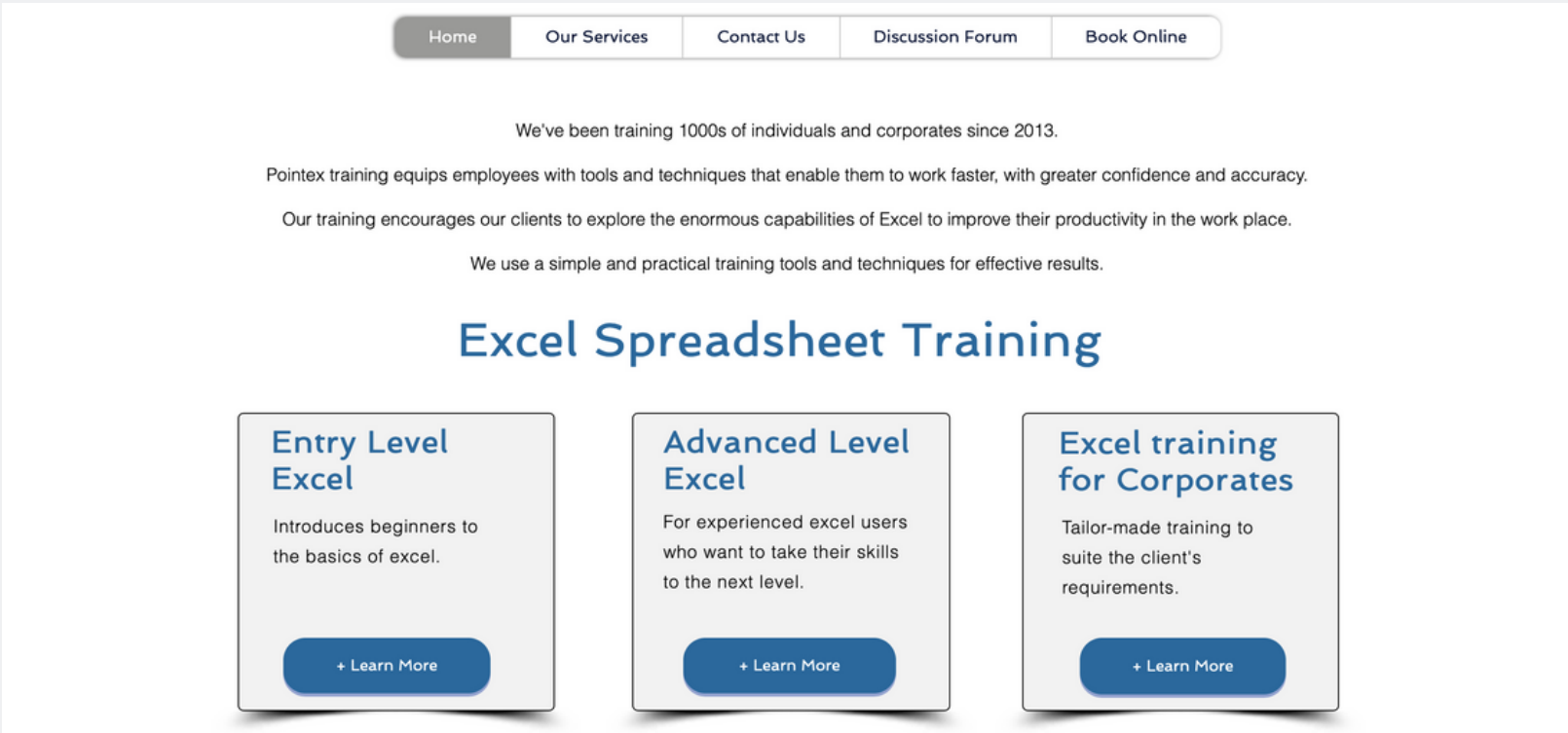
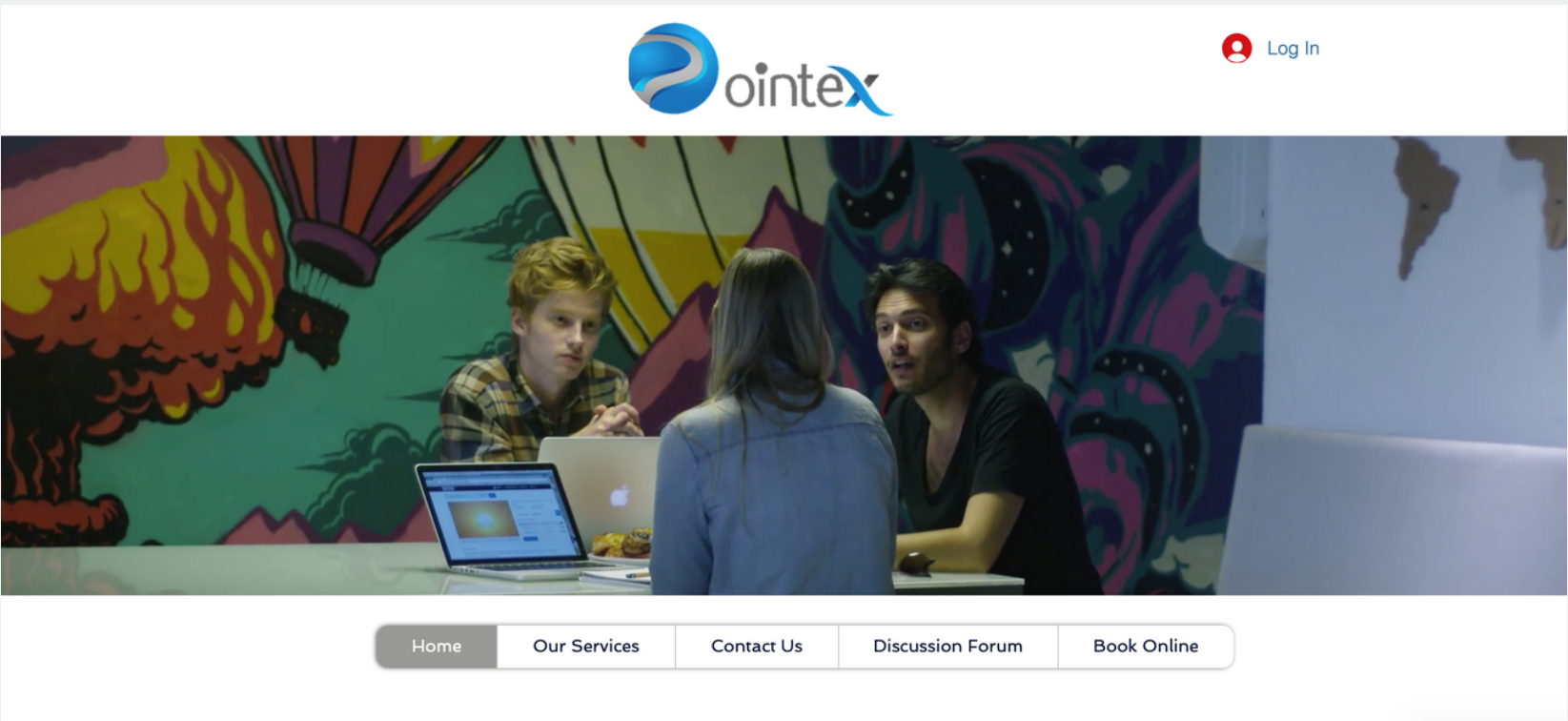
Event host / Content creation





Freelance website copy and editing

Website copy | Visual layout update | Image selection





Website copy, design and concepts

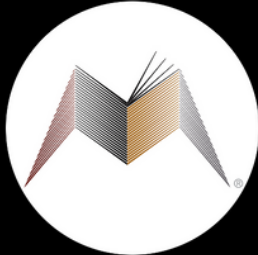


# Medi Coaching Institute

'Everything rises and falls on leadership'

John Maxwell


Let's Chat!



## About

Every single individual has patterns and behaviors that hold them back. Medi Coaching Institute, a renown professional and personal coaching service, is here to help you in your new journey. Through expert advice and proactive coaching, you'll soon be excelling in a way you never thought possible. Book a consultation today to find the change you've been seeking.

Let's Chat!



What you seek, seeks you. Stay determined.




Whoever Whoever

### Motivational Speaking

1 hr

P19.99

Book Now



MEDI COACHING INSTITUTE

Book your seat in our Dream Weaver session.


Visit [www.MCI.com](http://www.MCI.com) for more details.

### Workshop

1 hr

P150

Book Now



### One-on-one sessions

1 hr

P150

Book Now

Let's Chat!

# SOCIAL MEDIA CONTENT & CONCEPTS

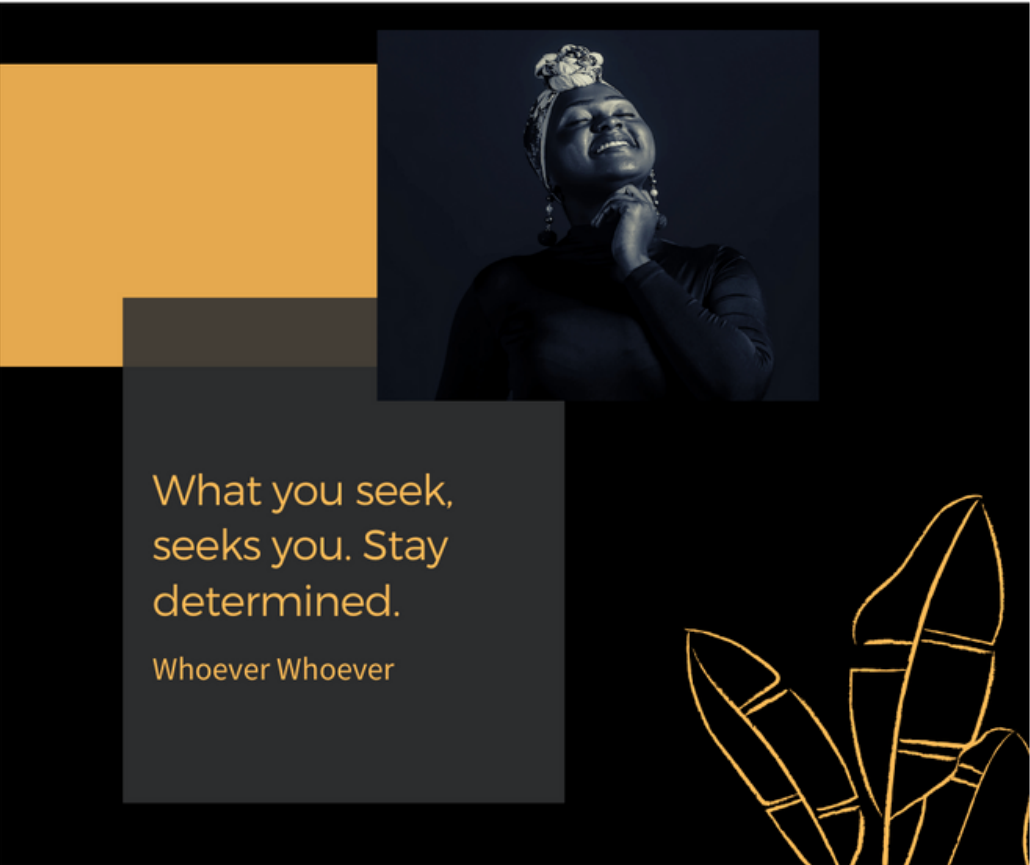
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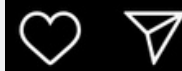
500 Comments 6K Shares





259 likes

**defysa** Less time blending, more time bonding! Blend ingredients in a flash with our range of high speed blenders.  
#DEFY #BelieveInBetter #Blenders #Appliances



37 likes

**defysa** Have more time to do the things you really want to do this Easter and let DEFY do the rest. Easter tea time tip: place your hot cross buns on top of the toaster to warm them up quickly.  
#HappyEaster #ModernLiving #Technology #Innovation #DefyMyLife

5 April 2018



28 likes

**defysa** Today we recognise bravery and appreciate the resilience of women. Continue to believe in yourselves and achieve great victories.

#WomensDay #BelieveInBetter #CelebrateWomen #WomensMonth





**Amarula**  
Today at 19:33 · 🌐

This summer treat yourself to the sweet and smooth tastes of African desserts. #MadeFromAfrica #Africa #Amarula

[See translation](#)



 Like

 Comment

 Share

 3.675





**Cornetto**  
Today at 19:33 · 🌐

Palm trees, ocean breeze and salty air, shared over a Cornetto makes for the perfect date #SummerLovinwithCornetto #views

[See translation](#)




 Like

 Comment

 Share


 3.675





**Cooper MINI**  
@CooperMiniLtd


We go back many miles.





9:28 AM - 19 Jul 2017


2,164 Retweets


9,612 Likes



 691

 2.0K

 9.5K





# DIGITAL STRATEGIES

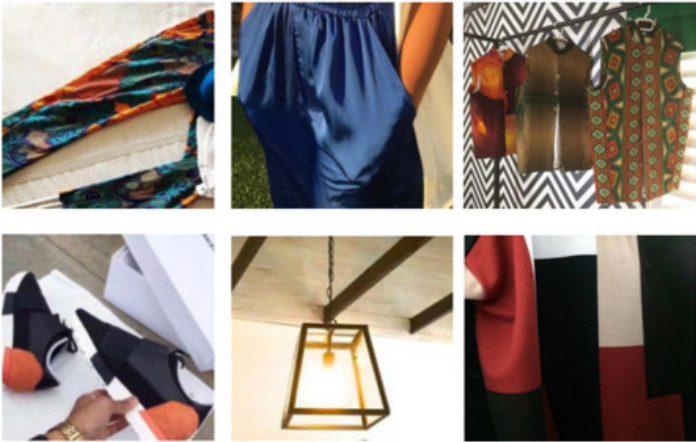
## OBJECTIVE

To create a digital presence that distinguishes the client from competitors online and help them understand how to manage their brand online.

### THE PLATFORMS

	INSTAGRAM	WEBSITE
What	Key Platform	Supporting Platform
Why	<ul style="list-style-type: none"><li>• higher engagement on Instagram than on Facebook</li><li>• Generates the most engagement for brands across platforms</li><li>• Builds stronger communities</li><li>• Entice through Instagram Stories</li></ul>	<ul style="list-style-type: none"><li>• Brand story</li><li>• Informative (showing designers work)</li><li>• Demonstrating expertise</li><li>• Lookbook</li></ul>
How	<ul style="list-style-type: none"><li>• Photographic editorials</li><li>• Influencer content</li><li>• Seasonal Collections</li><li>• Collaborations</li></ul>	<ul style="list-style-type: none"><li>• Showing final designs</li><li>• Archive for campaigns</li></ul>
When	Content specific, curation of bigger picture, shoots	Content specific, events, interviews, shows, preparations stages

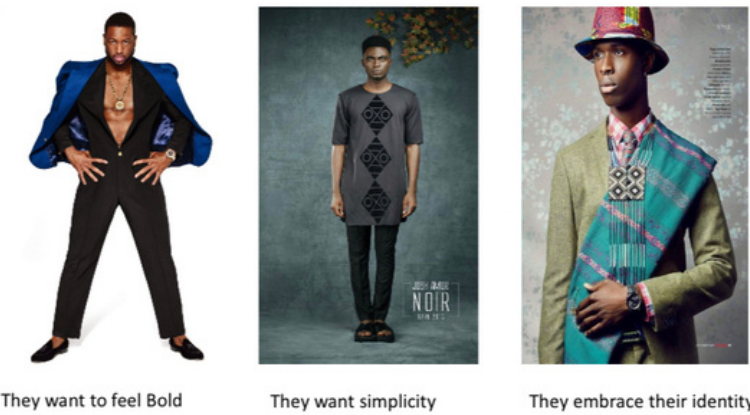
### SWITCH IT UP



### CONTENT SUPPORT

	Engagement
What	Creating and promoting content that is relevant and brings us closer to our audience on digital
How	<ul style="list-style-type: none"><li>• Content seeding</li><li>• Hashtags</li><li>• Key Relationships with consumers</li><li>• Interactive call to action</li><li>• Exclusive</li></ul>

### WHAT YOUR CONSUMERS WANT



They want to feel Bold      They want simplicity      They embrace their identity

### KEY PASSION POINTS

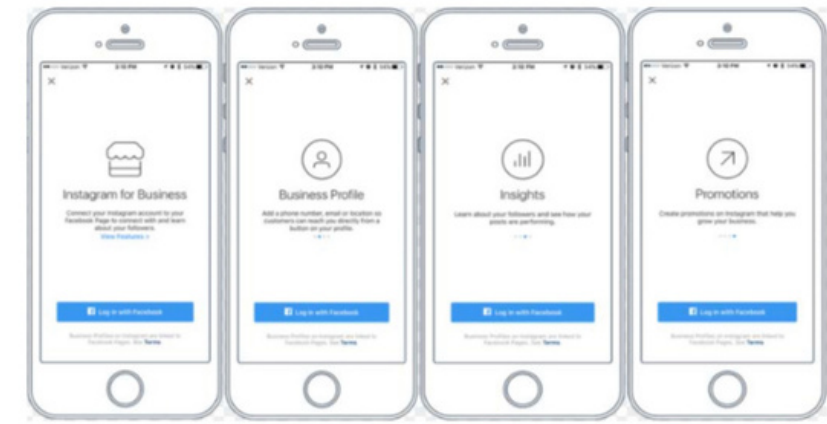


INSPIRATION

### CONTENT STRATEGY

- **SWITCH IT UP**  
Post polished original content to give garments special attention.
- **CLEAN UP**  
Create a website with a visual appeal for the contemporary market to tell the brand's story and serve as a lookbook.
- **LESS IS MORE**  
Post less to wait for each image to gain traction.
- **YOU MEAN BUSINESS**  
Turn the By ELE Apparel Instagram account into a business account for content promotion.

## YOU MEAN BUSINESS



## BEST TIMES TO POST

“Mornings, 7:00 a.m. - 9:00 a.m. Morning hours are a good time to post, because everyone is just waking up. Most people can't resist checking their phones to see what they missed while they were asleep. After 9:00 a.m., however, you may see a bit of a drop in engagement due to regular work and school hours.”

Elise Moreau, Professional Blog Writer for business and entrepreneurs

## LESS IS MORE

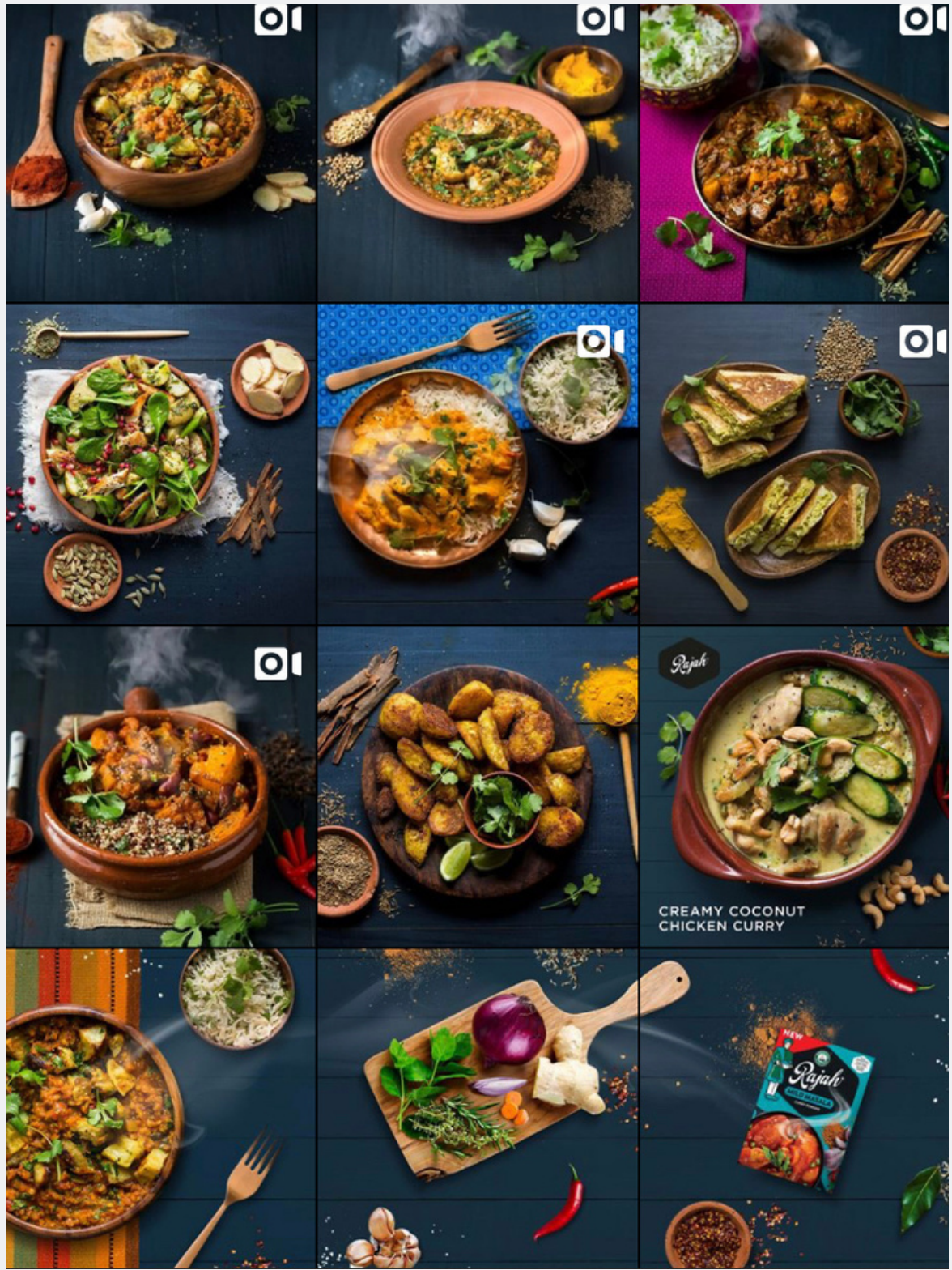
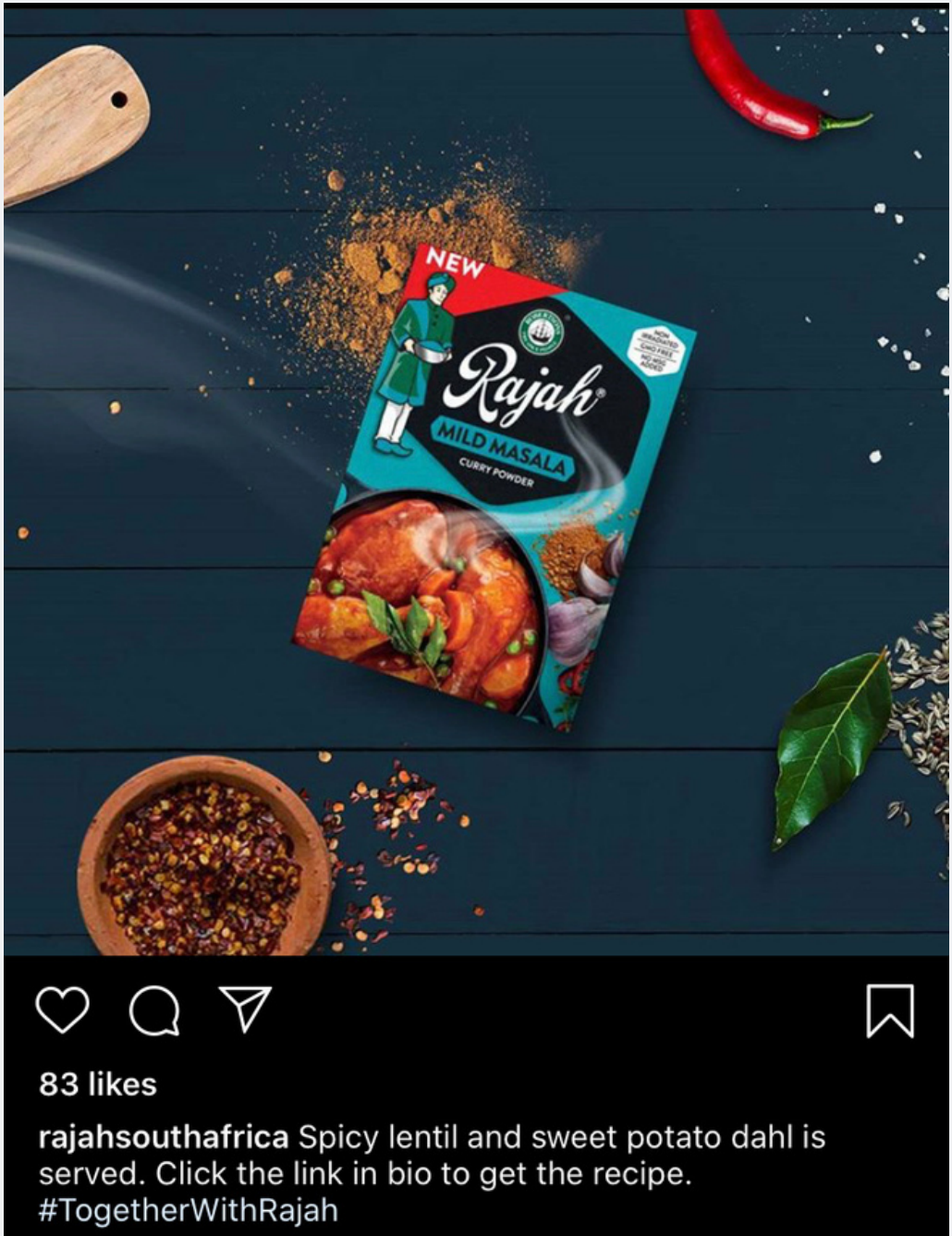
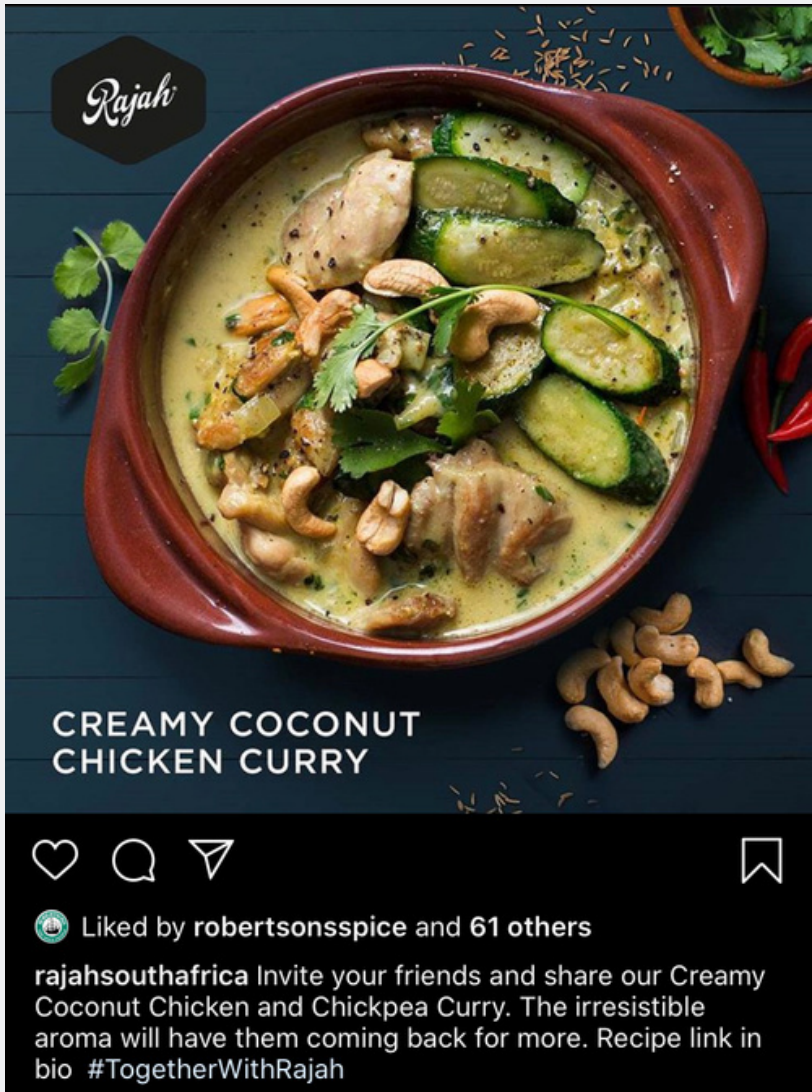
3 POSTS A WEEK      1 KEY PLATFORM      1 SUPPORTING PLATFORM MONTHLY      16 POSTS PER MONTH



# SOCIAL MEDIA CURATION STRATEGY

## OBJECTIVE

To create a unique Instagram account to support the concept of the scent of Rajah luring people in.





Let's keep striving to close the gap between what brands produce and what consumers actually want.

Get in touch:

**EMAIL**

kenaleontla@gmail.com

**WEBSITE**

<https://kenaleontla.wixsite.com/mysite-1>