

LERATO FRIDAH HLATZWAYO

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PROFESSIONAL PROFILE

A dedicated Public Relations and Marketing graduate with strong communication, branding, and strategic planning skills.

PERSONAL INFORMATION

- ID Number: 9501220528085
- Driver's License: Code 10 (Own Vehicle)
- Nationality: South African
- Languages: Northern Sotho (Home), English (Fluent), Zulu (Fluent), Afrikaans (Fair)
- Health: Excellent

PROFESSIONAL SUMMARY

Dynamic and dedicated Administrative Manager with over 8 years of experience in office administration, public relations, and digital communications. Holds an N6 in Public Relations, a Diploma in Marketing, a short course in Public Administration, and a Certificate in Digital Marketing. Skilled in managing administrative teams, improving

workflow efficiency, and ensuring compliance with company policies. Recognized for strong organizational, interpersonal, and communication skills, with the ability to adapt and thrive in fast-paced environments.

EDUCATION

Johannesburg Institute of Engineering and Technology – Johannesburg

- National N Diploma in Public Relations (NQF Level 6) – Completed 2017
- Completed N4–N6 Certificates in Public Relations
Key Subjects: Office Practice, Information Processing, Communication, Public Relations

IQ Academy – Distance Learning

- Short Course in Public Administration (Completed 2025)
Covered: Basic Concepts of Public Administration, Governance in South Africa, Public vs Private Administration, Principles of Public Administration, Role of Government Official

PROFESSIONAL DEVELOPMENT

Alison – Online Learning Platform (Completed 2025)

- Diploma in Marketing Management
- Covered: Marketing principles, brand management, consumer behaviour, and strategic marketing practices

Cursa – Online Learning Platform (Completed 2025)

- Certificate in Digital Marketing Covered: SEO basics, social media marketing, email campaigns, content marketing, digital analytics.

EMPLOYMENT HISTORY

Edwin S Nkwana Inc. Attorneys – Bryanston, Johannesburg

Administrative Manager (May 2021 – Present)

Key Responsibilities:

- Lead and oversee daily office administration and operational functions
- Improve workflow processes and ensure compliance with company policies
- Prepare, review, and present operational and administrative reports
- Maintain office services including filing systems, documentation, and procedures
- Assist the Director with executive-level administrative functions
- Manage and direct phone calls, emails, and client inquiries to ensure efficient communication

La Senza – The Zone @ Rosebank, Johannesburg

Administrative Sales Assistant

May 2017 – April 2019

- Handled correspondence, phone calls, and emails to ensure smooth communication
- Coordinated schedules, meetings, and document preparation

- Supported management and staff with daily administrative operations
- Delivered excellent customer service while maintaining efficient office processes

SKILLS AND EXPERTISE

- Proficient in MS Office (Word, Outlook, Excel, PowerPoint)
- Excellent written and verbal communication
- Strong organisational and coordination skills
- Interpersonal and customer-relations skills
- Problem-solving and critical-thinking abilities
- Drafting, reporting, and presentation skills
- Typing and administration proficiency

REFERENCE

Mr. Edwin S. Nkwana

Director – Edwin S Nkwana Inc. Attorneys

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