

Cebelihle S'nenhlanhla Hlatshwayo

Undergraduate Student

CONTACT



213-676-0786



lihle.hlatshwayo98@gmail.com



Los Angeles, CA



[LinkedIn](#)

EDUCATION

Journalism Associates for Transfer
Degree/ Multimedia Storytelling

(Expected graduation 2024)

SKILLS

- Strong Communication Skills
- Pitching headline and article ideas daily, and active participation in pitch meetings
- Content management systems and social media platforms
- Attention to detail and ability to meet deadlines
- Teamwork and Collaboration
- Strong writing and editing skills
- Results-oriented and willing to roll up your sleeves
- Problem-Solving Skills
- Critical Thinker
- Research
- Well-organized, punctual
- Multi-lingual (Zulu, Siswati, Xhosa, Pedi)
- Asana
- Microsoft (Word, Excel, PPT)
- Canva
- Adobe Indesign

PROFILE

Results-driven Journalism student with hands-on experience at student-run newspaper 'The Corsair'. Skilled in storytelling, content creation, and media relations, with a proven track record of producing engaging content and meeting tight deadlines. Excellence in Journalism, CCMA & JACC Awards recipient committed to upholding integrity and ethics. Eager to leverage skills and industry expertise to make impactful contributions to media companies.

WORK EXPERIENCE

Editor-In-Chief

The Corsair | Santa Monica, CA | February 2024-June 2024

- I managed content creation, oversaw editorial processes, and upheld journalistic standards to ensure the publication's integrity and quality.
- Spearheaded editorial strategy, overseeing content creation, and managing a team of writers.
- Directed the publication's digital presence, leveraging social media platforms to expand online reach. Achieved significant growth in profile visits (80.78%), reach (44.20%), and engagement (48.04%) over a three-month period.
- Facilitated professional development opportunities for staff, organizing workshops and training sessions to enhance writing and editing skills.
- Organized daily pitch meetings, fostering a collaborative environment and generating innovative story ideas to maintain audience engagement.
- Implemented rigorous editing standards, ensuring all content adhered to journalistic integrity

Arts & Entertainment Editor

The Corsair | Santa Monica, CA | August 2023- December 2023

As the Arts & Entertainment editor, I curated dynamic cultural content, managed event coverage, and led a team of writers to produce engaging reviews and features.

- Coordinated coverage of art exhibitions, theater productions, concerts, and film screenings, ensuring timely and comprehensive reporting on cultural events.
- Stayed abreast of emerging trends and developments for A&E content, providing innovative and forward-thinking coverage to captivate readers.
- Utilized social media platforms to promote arts and entertainment content, increasing online visibility and driving traffic to the publication's website.
- Worked closely with the photo editor to source captivating images and visuals to accompany arts and entertainment articles, enhancing storytelling and reader engagement.

Student Worker

Santa Monica College | Admissions Records | Santa Monica, CA | February 2023 - December 2023

- As a student worker at Admissions & Records, I assisted with administrative tasks, managed student inquiries, and maintained accurate records to streamline enrollment processes.
- Provided prompt assistance to prospective students regarding admissions requirements, program offerings, and registration procedures.
- Supported orientation programs and registration drives to enhance the student experience and promote retention efforts.