



Meet Mballi.

I have been writing myself, or people who resembled me, into my books for as long as I can remember.

I would define myself as just a writer but that wouldn't give a fair chance to the roles I have grown into. Film is my second love - my passion and curiosity for the art form lies in directing.

I wear many hats in my career such as a conceptual copywriter, a script writer, social media manager and a part time model.



CREWHQ (2017)

CrewHQ is a London-based telemarketing company connecting employees to employers in the yachting industry.

→ **Call Center Consultant**

→ **Responsibilities**

Overseeing customer care, accounts management, to customers locally and internationally; quality control, brand representation on social media, online communication.

→ **Reference**

Inga Sibiya: 076 449 5755



TFG (2017)

The Foschini Group is a South African independent chain store group.

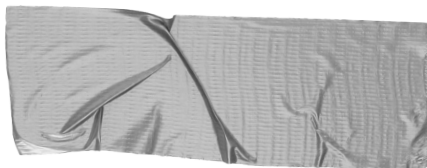
→ **Assistant Stylist**

→ **Responsibilities**

I prepared outfits for Foschini and Donna Claire print media and billboards under the supervision of Elzaan Smit who taught me everything I know about styling for shoots. TFG solidified the vision I had for my future as a creator. I worked with unfamiliar sets, and I gained a serious, unrelenting, highly disciplined spirit for the industry.

→ **Reference**

Elzaan Smit: 084 490 7199



I WISH U WUD

ENTERTAINMENT (2017)

I Wish U Wud was a performance space that aimed to promote Independent musicians in Cape Town.

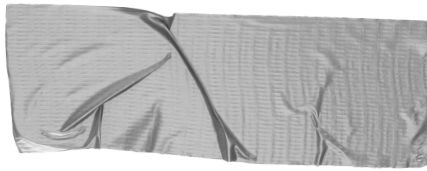
→ **Social media marketing**

→ **Responsibilities**

Overseeing Content creation, online engagement, increasing viewership, managing online engagement, promoting upcoming artists for monthly events.

→ **Reference**

Andile Sicetsha: 073 714 3621



lamnotablogger

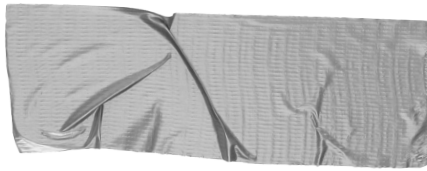
(2018)

lamnotablogger was a blog I started while I was upskilling. I explore issues around being a black queer woman in South Africa and my life experiences.

→ **Curatorship**

→ **Responsibilities**

Preparing monthly content, overseeing Content creation, online engagement, increasing viewership, collaborating with different bloggers.



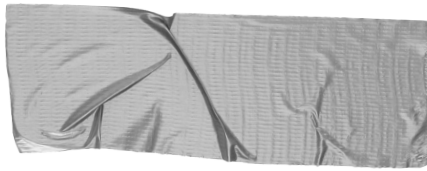
Umuzi (2019)

Umuzi is an NGO that offers learnerships to creatives and techies that helps employers to plan and deliver workforce strategies.

→ **Junior Copywriter**

→ **Responsibilities**

As part of our learning process we were taught the importance of putting the users first with a process called the Human Centered Design. This way we are able to solve the disconnect between the client and consumer creatively using innovative and precise methods.



Tint Talks (2020)

Tint Talks is a LGBTI online talk show interrogating and highlighting issues within the queer community.

→ **Curatorship**

→ **Responsibilities**

I curated a three-episode Tint Talk on Monogamy vs Polyamory. The episodes were filmed in February and premiered on Youtube in March 2020.



Woolworths (2020)

Woolworths is a South Africa-based multinational retail company.

→ **Copywriter**

→ **Responsibilities**

I work as a copywriter in the Learning and Development Department, responsible for writing learning materials for company employees. I also script voice-overs for animated learning material as well as assisting the design team with the scripting of their internal-use infographic material.

→ **Reference**

Naz Abrahams: 081 331 7626