



# Jani le Roux

Freelance Communications Consultant

Cape Town, South Africa

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## Languages

English (Native)

Spanish (Basic)

French (Basic)

## About

I made the jump from television to public relations in 2012 and haven't looked back since. While I do fewer interviews, my days are still filled with sharing information in the most relatable way possible. The added bonus is that I am now actively involved in helping to build brands both locally and abroad. I have demonstrable experience in real estate, hospitality and finance though I've focused on the luxury spirits industry in recent years.

### BRANDS WORKED WITH

Book Sa

Leapfrog Property Group

Mediavision Interactive

Ohm.tv

Real Communication

The Home Channel

Tswelopele

VIVIDLUXURY

## Experience

### ● Communications Consultant for Rémy Cointreau

Real Communication | Apr 2021 - Now

Taking a strategic role in terms of being responsible for implementing and, where relevant, localising global PR campaigns for all Rémy



### ● Senior Communications Manager (Lifestyle & hospitality)

VIVIDLUXURY | Jun 2015 - Jun 2016

Managing client accounts on behalf of VIVIDLUXURY

- Crafting customised PR strategies for each client: incl. Hugo Boss, Roche Bobois, LOUIS XIII Cognac, Coco Safar, Life Grand Café, Arton Capital.
- Liaising directly with clients and the media
- Research and writing press releases
- Hitting monthly PR targets and compiling reports
- Handling media queries
- Overseeing social media management on client accounts
- Creating pitches and presenting to prospective clients
- Event management
- Training junior members
- Proofreading

### ● Digital PR

Mediavision Interactive | Feb 2013 - Nov 2013

Writing press releases for UK-based clients

- Blogging for client websites
- Creating social media content calendars and handling posting schedule of content
- SEO work on client websites including keyword research and mapping
- Building relationships with journalists and website / blog owners in order to publish client content
- Designing online competitions to run on social media



### ● PR Consultant

Leapfrog Property Group | Nov 2011 - Apr 2018

Writing and pitching press releases on behalf of company

- Managing website and Facebook site
- Compiling of both external newsletters as well as internal monthly newsletter
- Copy writing
- Proof reading and editing of copy provided by franchisees
- Editing of all external communication
- Translation of copy for release to the media
- Compilation of Power Point presentations
- Video interviews with franchisees
- Coverage of national Leapfrog events



## ● TV Director

Tswelopele | Sep 2010 - Dec 2011

Direction of inserts for both Expresso (national morning breakfast show – 2.5 hours daily) and Hello Doctor (a weekly medical / lifestyle show – 1 hour) on SABC 3.

- Content generation of inserts and occasionally the sourcing and booking of studio guests for both shows.

## ● Editorial Assistant

Book Sa | Aug 2009 - Aug 2010

Writing of articles for the website.

- Working with Wordpress and basic html coding.
- Attending book launches, writing reviews on them and taking photos of the guests.
- Interviewing authors and recording book readings.
- Live blogging literature events such as the Franschhoek Literary Festival and the Cape Town Book Fair.
- Editing posts sent in by freelancers.
- Managing a freelance journalist's daily posting schedule.
- Using Twitter and Facebook to our advantage – getting the word out on new projects and gaining a following for BOOK SA on both media.
- Training interns.

## ● Sales Consultant

Ohm.tv | Apr 2008 - Oct 2008

Responsible for co-ordinating format and animation sales in South Africa, Australia, New Zealand and the UK with special focus on South Africa and neighbouring states.

- Responsible for sales of Austrian Television programming in Spain.
- Managing internal office accounts.
- General office management.



## ● Series and Insert Producer

The Home Channel | Mar 2005 - Mar 2007

The production (research, directing and scripting) of two gardening series called "Home Grown" (26 episodes), African Living (28 episodes) and Betterbond Celebrity Homes (20 episodes).