

## Amanda Onamandla Mathe

Managing Director of Ndlovukazi Online Media



### **Managing Director of Ndlovukazi Online Media, Digital Media Consultant**

Amanda Onamandla Mathe has grown up in the ever changing society of South Africa. Born in the bustling city of Durban, her home is the seashore and digital is her playground.

She prides herself in building recognizable brands and providing support in the love of building a better community. Amanda O Mathe is a professional journalist, with years of experience in the news media, corporate social media management and online development.

As the Managing Director of Ndlovukazi Online Media, she takes her clients digital interaction and engagement to a new level. Under her belt is a National Diploma in Journalism obtained at Durban University of Technology (2011), Certificate in Basic Principles of Public Relations (2014), Training in Microsoft Excel and Excel for non-finance individuals 2014 as well as a certificate in Strategic Innovation and Leadership from the Technology and Innovation Agency in partnership with Stanford University (2016).

Her most recent delivery of work is as a communication consultant to Innovate Durban and launching the first event Innovation Festival Durban 2017 driving social, economic and job creation impact in Durban. Amanda also capitalises on an established media network, to create opportunities to connect brands to the media in traditional as well as online forums. She has done so by formulating media partnership agreements for private and public partnership programmes (Smart Procurement World KZN 2017/16), (The BWA Regional Business Achiever Awards 2016) and (Global Entrepreneurship Week KZN 2015).

Ms Mathe currently sits as stakeholder and representative of women in the technology sphere of Durban, advising in the Internet For All South Africa initiative as the WEF Global Shaper. Through this initiative she has launched a policy & advocacy non-profit company known as Qhakaza Girl IT, which aims to shift current policy and enable educational support of young women into the ICT & infrastructural development sector. It does this through pipeline creation, resource sustainability and mentorship support.

She is currently listed as a Visionary Leader of the Engineering Symposium Africa conference 2017, strategic relations & partnerships advisor for Startup Nations KZN. Is an executive committee member of the South African Association of Conferencing Industry – KwaZulu Natal, championing the business development of women in business tourism sector. Ndlovukazi Online Media is a member of the Durban Chamber of Commerce and Industry