



## **Candidate Profile**



Zoleka Skweyiya  
Public Affairs Officer  
Citibank NA South Africa



### **Academic Credentials**

Zoleka graduated from the University of KwaZulu-Natal (Durban) with a BCom degree majoring in Finance and Economics. Her postgraduate studies include an Honours degree in Economics (Durban-Westville), and a postgraduate Diploma in Finance, Banking and Investments (Pietermaritzburg).

### **Current Work Description**

Zoleka is responsible for implementing strategic communication initiatives aimed at promoting business growth and strengthening the Citi franchise. The functional activities that Zoleka coordinates and supports for the Africa division include media relations, corporate communications and community affairs. The latter includes charitable grants and employee volunteering.

### **Business Credentials and Skills**

Zoleka has a wealth of experience in multinational corporate communications and public relations. Implicit is her rounded ability to function in a variety of roles, her capacity to self-start and her ability to deliver. The streams of Zoleka's career so far have

enabled her to bring the insights of the engine room of business into her dealings with stakeholders so that she has a unique understanding of the requirements of the full range of corporate liaisons.

### **Personal and Professional Learning Objectives**

Zoleka Skweyiya's learning objectives for this programme are to:

- Understand herself objectively, looking at where she is today and how to invest in herself to get to where she needs to be in the future
- Develop a plan that enables her to make better decisions and take effective action in achieving both personal and career goals, whilst anticipating and dealing with potential pitfalls
- Improve her understanding and management of various aspects of the working environment, whilst recognising differences and showing great regard to all, and
- Building and leveraging networks of personal and professional relationships.