

JOEL DUBE

Public Relations Coordinator | Media Outreach | Content & Podcast Strategy
Johannesburg, South Africa | dubejoel11@gmail.com | 067 224 2295 | [LinkedIn](#)

PROFESSIONAL SUMMARY

Public Relations and Communications professional with hands on experience in media outreach, journalist and podcast outreach, brand storytelling, and audience engagement. Skilled in writing and producing content including documents, press releases, media kits, and partnership opportunity slides, as well as coordinating podcasts and visibility campaigns for impact driven organisations. Proven ability in email outreach, cold calling, lead generation, and CRM support to drive growth, awareness, and customer engagement. Experienced in administrative assistance, business operations support, client relationship management, and customer communication across multiple touchpoints. Known for strong organisation, attention to detail, initiative, and clear professional communication in fast paced work environments.

PROFESSIONAL EXPERIENCE

Business for Good LLC

Strategic Communications & PR Consultant
Remote

Aug 2025 – Sep 2025

- Supported public relations campaigns focused on brand visibility, reputation management, and audience engagement
 - Conducted journalist and podcast outreach to secure media coverage and partnership opportunities
 - Wrote and produced press releases, brand stories, media kits, and communication documents
 - Coordinated podcast related communications including outreach, scheduling support, and content preparation
 - Managed communication assets and maintained organised records of media contacts and campaign materials
 - Assisted with stakeholder engagement initiatives including reports, presentations, and partnership opportunity slides
 - Collaborated with leadership on content strategy to support impact driven storytelling and awareness growth
 - Provided administrative and business operations support to ensure smooth execution of communication initiatives

EstateGen

Lead Generation & Cold Calling
Remote

Jun 2025 – Jul 2025

- Initiated high-volume outbound cold calls to prospective clients to introduce services, qualify interest, and generate sales opportunities.
 - Assessed and evaluated inbound and outbound leads based on predefined criteria to determine sales readiness and conversion potential.
 - Accurately captured, updated, and maintained client and lead information within CRM systems to ensure data integrity and pipeline visibility
 - Coordinated and scheduled meetings between qualified prospects and internal sales or account teams to support deal progression
 - Monitored lead activity, engagement levels, and follow-up outcomes to identify patterns impacting conversion rates
 - Leveraged CRM tools to track lead status, pipeline movement, and engagement history to support performance reporting and optimisation
 - Maintained organised records of outreach activities, call outcomes, and follow-up actions to support consistent sales operations
 - Supported sales operations through administrative tasks, reporting updates, and process adherence to ensure smooth workflow execution

EDUCATION & CERTIFICATIONS

- Boston City Campus — National Certificate in Public Relations (Incomplete), 2022–2023
- Trello (Certified) | Microsoft 365 Fundamentals | Jira & Confluence (Basics)

Technical Skills

- CRM Management
- Project Management
- Data Management & Analysis
- Spreadsheet & Document Management
- Reporting & Performance Tracking
- Workflow Automation
- AI-Assisted Productivity

CORE SKILLS

- Public Relations and Media Outreach including press releases journalist engagement and media monitoring
- Content Development including brand messaging thought leadership and copywriting
- Podcast Coordination including guest booking research promotion and distribution
- Lead Generation and Client Outreach including cold calling pipeline management and conversion tracking
- Stakeholder and Investor Communication
- Project and Task Management
- CRM Management and Data Tracking
- Collaboration and Communication Platforms
- Data Analysis and Reporting
- Presentation Design

Additional Information

- Certifications: HubSpot CRM, Trello, ClickUp, Jira basics, Google Workspace certifications
- Languages: English
- Professional Development: Business Operations Technical Mentor
- Portfolio: <https://joeldube.my.canva.site/joeldube>

References Upon Request