

## NEWS RELEASE

### Learn to enjoy learning!' – Social media influencer Munaka Muthambi on her UP Marketing Management (Honours) success



*Munaka Muthambi received her BCom Marketing Management (Honours) degree during the Autumn 2024 graduation season.*

PRETORIA - Munaka Muthambi (22) a recent BCOM Marketing Management (Honours) graduate at the University of Pretoria (UP), is a content creator who's already a social media expert and has worked with a number of brands – including UP's Department of Library Services (DLS).

Muthambi was a social media assistant at the DLS in 2023, while working on her honours degree, and one of the reels she created for the Department became one of the most viewed on UP's TikTok account.

"It was a privilege to work for the DLS, and above all I was fortunate to have a fantastic supervisor and outstanding co-workers," she says. "I learnt the power of collaboration, working with others, and how to utilise current trends to market a library. Additionally, I gained invaluable experience in social media management and effective communication."

Muthambi, who also describes herself as a social media influencer, says her familiarity with student-centric social media trends and tactics added value to the DLS's social media content, and gave her the opportunity to produce entertaining and captivating reels. "Since so many people found them enjoyable, this was a success!" she says.

Real situations from her everyday life inspire her social media content, which ensures that what she produces is effective and engaging, enabling her to talk about and address issues that are important to her generation. She says discussions about real-life situations help fuel her creativity and passion.

Muthambi says her ultimate objective is to work with high-end companies like Nike and Balenciaga. She wants to create interesting and amusing material that is consistent with their brand identity. "My goal is to establish authentic connections with my audience because, at the end of the day, it's all about them."

She says UP's Marketing Management department taught her a lot about utilising various social media platforms, creating strategies and marketing businesses, in addition to helping her boost her own skills and her brand.

Balancing social media and education is not glamorous, she adds. "It was really difficult, but I overcame it by setting up a routine to remind me of my obligations." Her supervisor and lecturers helped her a lot because they were understanding, and she could talk to them honestly when she was having trouble, which made life easier.

The influencer economy seems to be booming – and she wants to see its rise first-hand. Her professional objective in marketing is to one day launch an influencer marketing business. She is also excited to help up-and-coming influencers grow their platforms and realise their full potential.

"Learn to enjoy learning!" was her response when asked for advice to people who are considering a career in marketing – especially with a focus on social media. "The key to social media marketing is accepting new trends and being at ease with change. It's important to be adaptable, since what's fashionable now might not be so tomorrow."

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## **ABOUT THE UNIVERSITY OF PRETORIA**

The University of Pretoria (UP) is one of the largest contact and residential universities in South Africa, with its administration offices located on its Hatfield Campus in Pretoria. This 115-year-old institution is also one of the largest producers of research in South Africa.

Spread over seven campuses, it has nine faculties and a business school, the Gordon Institute of Business Science (GIBS). It is the only university in the country with a Faculty of Veterinary Science, which is ranked the best in Africa. UP has 120 academic departments and 92 centres and institutes, accommodating more than 56 000 students and offering about 1 100 study programmes. It has the most academic staff with PhDs (70%), NRF-rated researchers (613).

The 2024 Times Higher Education subject rankings placed UP first in South Africa in the fields of Law, Veterinary Science, Accounting and Finance; Agriculture and Forestry and Electrical and Electronic Engineering. Quacquarelli Symonds (QS) ranked the University among the top five in Africa, as part of their 2024 World University Rankings (WUR). UP was the only South African university featured in the 2023 World University Rankings for Innovation (WURI), falling within in the 101-200 range of innovative universities.

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