

SIAS DU PLESSIS

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<https://siasduplessis.co.za>

Johannesburg, South Africa

SUMMARY

Multiple-award winning journalist and producer with 20 years' experience in international television, radio and print media leveraging expertise in communication to provide media training and mentoring for presenters, administrators, and athletes. Professional, creative, and adaptable with proven skills in marketing, content creation, crisis management, communications, and public relations.

EXPERIENCE

Titans Cricket, Northerns Cricket Union, South Africa

South Africa's most successful cricket franchise

Communications and Marketing Consultant – March 2020 – Present

- Managing a team to produce and deliver on-brand content for media platforms, including digital platforms.
- Responsible for dialogue sponsors, stakeholders, the cricket union and the team.
- Securing new media partnerships, including previously unattainable media partnership with Jacaranda FM, one of SA's largest radio stations.
- Overhauled media guidelines and best practices for the communications and marketing departments including the establishment of basic, but previously non-existent, social media platforms such as LinkedIn page, Soundcloud page and YouTube channel.
- Chaired a team of editorial staff, designers, contributors, and sponsors in the creation of first ever Titans digital magazine.
- Created first ever Sky Blues podcast which provides exclusive content for fan base and boosts revenue stream. Also negotiated barter deal with one of SA's biggest radio stations to host podcast in return for ad space.
- Proposed Titans app to provide additional revenue stream and generate brand awareness for sponsors. Spear-headed team for development and launch of app.
- Oversaw content production for new Titans TV show.
- Formulated strategy to raise profile of women's cricket across various media platforms.
- Facilitated introduction of online coaching platform with AI technology to assist development at grassroots level.
- Launched #IAMCHAMPION campaign to raise awareness around discrimination, diversity, and inclusivity at the union on and off the field.

China Global Television Network (CGTN), South Africa

English news channel of China's global media channel which broadcasts to an audience of over 400m viewers.

Senior Sports Correspondent and Producer – May 2015 – present

- Producing, researching, and delivering content relevant to a global audience for daily programming and digital media platforms.
- Controlling logistics such as travel budgets, crew costs and adherence to content guidelines.
- Live crossings on breaking news and other developing stories.
- Producing and conducting profile interviews with athletes, administrators, and news makers.

- Strengthening brand awareness and position by crafting relationships with a network of experts, journalists, athletes, and administrators.

Extreme Fighting Championship (EFC) Worldwide, South Africa

Africa's largest MMA organization

Presenter, Commentator and Media Consultant – June 2009 – present

- Presented, commentated, and anchored over 40 internationally broadcasted events.
- Consulted on communications and broadcasting strategies, media partnerships and content creation for the EFC website and social media platforms.
- Advised on media enquiries and sought out and secured media partnerships during the organization's establishment phase.
- Became a brand ambassador for EFC and created awareness around the sport when it was still in its infancy.
- Created MMA Uncaged, an MMA podcast and YouTube channel, endorsed by EFC Worldwide, which I host presently.
- Collaborated with production team to produce inserts for live events.

SABC Sport, South Africa

South Africa's national broadcasting corporation

Studio Anchor and Commentator – October 2014 – June 2015

- Anchor and commentator during West Indies Test, ODI and T20 series.
- Studio anchor for 2015 Cricket World Cup.
- Produced content for digital platforms and in-studio analysis.

5FM, SABC Radio, South Africa

Southern Africa's number one music radio station

Sports Presenter, Editor, Producer and Mentor – April 2007 – October 2015

- Presented live sports bulletins on the breakfast and afternoon drive shows.
- Produced content for on-air bulletins and digital media and conducted interviews with international sporting personalities such as Sir Alex Ferguson, Usain Bolt, Caster Semenya, Rampage Jackson, Ryan Giggs, Alan Shearer and more.
- Identified new broadcasting talent and mentored/coached them in preparation for live broadcasting.
- Created the station's first sports podcast.
- Won MTN Radio Awards Sports Presenter of the Year 2013.
- Won Best of Joburg Sports Presenter of the Year 2013, 2014, and 2015.

Supersport International, South Africa

Africa's largest cable sports broadcaster

Presenter, Commentator and Media Consultant – June 2009 – September 2018

- Presented live sport, hosted magazine shows and reported on sport across several of the SuperSport channels.
- Worked on the news desk, producing content and story lines and delegated stories to reporters.

- Hosted FIFA World Cup matches, English Premier League football, international and domestic rugby games, international and domestic cricket matches and tennis grand slams.
- Senior journalist and producer for 24-hour sports news channel, SuperSport Blitz.
- Hosted the magazine shows, All Out Rugby and Inside Edge.
- Contributed content to SuperSport Blitz Twitter account.

Mr. Price Sport, South Africa

Johannesburg Stock Exchange-listed South African sports apparel company

Schools Sports Consultant – November 2012 – August 2013

- Identified needs in school-level rugby and sought out sponsorship opportunities that met those needs.
- Built networks between coaches, athletes, and sponsors.
- Supported media advisors in coordinating media activities.
- Liaised between Mr. Price Sport, schools, and stakeholders to explore and implement media and broadcast opportunities in school rugby.
- Consulted with Mr. Price Radio on potential brand projects such as Mr. Price Sport Radio and sports portal.

Ndalo Media, South Africa

Johannesburg-based media house (Elle, Destiny & Destiny Man magazines, Sawubona in-flight magazine)

Writer and Sports Editor-at-Large – April 2009 – May 2012

- Part of the team that founded Sports Teen magazine.
- Composed editorial content for Sawubona and Destiny Man magazines.
- Formulated and wrote athlete profile interviews and opinion pieces.
- Created sports content for Destiny Man Online.

SKILLS

Soft skills

Communication
 Adaptability
 Creative problem solving
 Collaboration
 Active listening
 Self-motivation
 Emotional intelligence
 Leadership

Hard skills

Public speaking and presentation
 Computer skills (incl. Adobe Audition)
 Team management
 Project management
 Producing and researching
 Writing and editing
 Content creation
 Time management

EDUCATION

University of Pretoria – Baccalaureus Artium majoring in English and Criminology – 2004

Glenwood High School – Grade 12 with University Exemption (A-Level equivalent) – 1998

AWARDS

- Best of Joburg award for Best Radio Sports Presenter in 2013, 2014 and 2015.
- MTN Radio Award for Sports Presenter of the Year in 2012.
- TuksFM Broadcaster of the Year in 2003. (First time it was ever awarded to a sports presenter.)

LETTERS OF RECOMMENDATION

Sias du Plessis is one of the most versatile sports anchors/reporters I have had the pleasure to work with. He has an ability to commentate on and analyze most major codes, particularly Football, Rugby and Cricket as if he were an individual specialist in each.

Furthermore, he is as comfortable in the studio as he is in the field and shines at the major events as well as the obscure, regional events.

For many years, he was the voice of EFC on SuperSport and, more recently, SABC where he has taken the cage-side mic as commentator but also as the backstage analyst.

His on-air presentation style is relaxed and amiable and he is unflappable during the most fraught live productions. He would be a great loss to the South African Sports Media community, but I write this reference willingly, knowing that a man of his talent deserves a far bigger intercontinental stage than that which is available on these shores. I hereby commend him to you most highly.

SIMON STEPHENS

Executive Producer - e News Channel Africa (eNCA)

I have known Sias on a professional and personal level. I enjoy our conversations because of his genuine respect and warmth to humanity. There is one word that I use to describe Sias - 'decorum'. If I had to use two words to describe Sias, I would say 'utmost decorum'. His list of attributes are endless. His patience and understanding when dealing with people is unique, as well as, his willingness to engage in meaningful conversation - even at his busiest times. Sias has deep compassion for everyone that he meets and this adds to his endearing qualities - coupled with his excellent sense of humour! His passion to succeed in all that he does is something to be admired - including his passion for personal growth whereby he invests himself in understanding the core issues of whatever topic he comes across. Because of this, wherever he lays his finger, platinum is created! It is an honour to know Sias. It is more of an honour to know someone that has done so well in everything that he sets out to achieve and, still has limitless potential. Watch this space with this exceptionally diverse and talented individual! Thank you, Sias, for teaching me so much! I can't wait for us to collaborate further.

SIMONE VORSTER

Founder - Welcome Me to Me

REFERENCES

Available on request.