



# ROOPA MOODLEY

## PUBLIC RELATIONS MANAGER

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Roopa Moodley is the Public Relations Manager at SAPRIN. She brings extensive knowledge in external communication, media, strategy and content development, to the programme.

With over 20 years of experience in the communication space, she has developed and implemented a wide range of diverse communication strategies. In her previous capacities, she has worked tirelessly to raise awareness on pertinent issues such as the environment.

At SAPRIN she is responsible for growing the SAPRIN brand and raising awareness on the critical work undertaken by the programme. She is tasked with developing and rolling out the communication strategy development. Roopa is also focusing on stakeholder communication.

Previously she held the post of Director: External Communication at the national Department of Forestry, Fisheries and Environment. She was the Marketing Manager at Sandock Austral Shipyards and the Communication Manager at the City of Joburg's Inner City Regeneration Programme.

### CONTACT

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