

## Pearl Modiadie

TV Presenter | Radio DJ | Event MC | Voice Over Artist | Actress

Pearl Modiadie is an award-winning television presenter, radio DJ, voice over artist, event MC and social media influencer.

Pearl has been a television presenter since she was a child when she presented on E-TV's Craze Kid Television Show in 2007. Pearl has gone onto present on other television shows such as Sisterhood, Raw Silk, Expresso, It Takes a Village and the massively successful Zaziwe - A music talk show which occupied the prime-time slot boasting millions of viewers each week and which Pearl won a South African Film and Television Award (SAFTA) for Best TV Presenter.

Radio Highlights- The year; 2009 gave Pearl the opportunity to further explore her talent, this time behind the mic on Gauteng's youth radio station YFM. She went onto bagging her own radio show called *The Natural High* on weekends between 00:00 - 03:00 between 2010 and 2011. The year 2012 proved to be fruitful when she was moved to another slot, this time hosting *The Jumpstart*, a weekend breakfast show between 6:00 – 9:00. 2015, Pearl moved to national radio station ,Metro FM, where she hosted *The Lunch* show between 12:00 – 15:00 on weekdays and then began co-hosting with Thomas Msengana. The radio station boasts just under 7 million listeners. Today, Pearl is part of the Primedia team and works as radio DJ at 947.

Pearl has proudly MC'd many high-profile events such as The SAFTAS, (The South African Film and Television Awards) MetroFM Music Awards, Mbokodo Women in the Arts Awards, Crown Gospel Music Awards and the Audi Festival of Motoring.

Pearl has worked as a brand and campaign ambassador with multiple brands and campaigns including some such as Standard Bank, Ponds, Always, Shoprite, Ackermans, Lux, Edgars and PEP. Her influence with her social media followers (3.6 million followers on Instagram) and her unique approach and style offers clients huge value, who many return to work with Pearl again.



## Performance Resume

### Pearl Modiadie

#### TELEVISION EXPERIENCE:

2022	Redemption	Role: Yvonne	BET Africa
2022	Entangled	Role: Andiswa	1 Magic
2019	Rhythm City	Role: Thando	ETV
2018	Ambitions	Role: Bonnie	ETV
2014 – 2017	Generations	Role: DJ Jade	SABC 1
2013	Scandal	Role: Kefilwe Malope	ETV

#### PRESENTING EXPERIENCE:

2020 – current	It Takes a Village	Presenter
2019	SAFTA's	Co-Host
2013 – current	Zaziwa (Highest rated talk show)	Presenter + Associate Producer
2017 – 2018	Raw Silk (Fashion Reality Show)	Presenter
2013 – 2016	Expresso	Field Presenter
2006 – 2012	Craz-e	Presenter
2006 – 2011	Sistahood	Presenter
2006 – 2011	Craze-e World Live	Presenter
2001 – 2002	English Express	Presenter

Corporate TV host for various clients including Standard Bank.

#### RADIO EXPERIENCE:

2017 – 2022	Metro FM	Lunch with Thomas & Pearl	12h00 – 15h00 Weekdays
2015 – 2017	Metro FM	The Great Escape	12h00 – 15h00 Weekdays
2011 – 2013	Y-FM	The Jump Start	06h00 – 09h00 Weekends
2009 – 2011	Y-FM	The Natural High	00h00 – 03h00 Weekends

#### CAMPAIGN & ENDORSEMENT EXPERIENCE:

2020	Pep Summer 2020	Radio On-Air / Social Media / Appearances
2020	Sanlam Sky	Radio On-Air / Social Media
2020	Pep Parcel	Radio On-Air / Social Media
2020	Samsung Quarantine	Radio On-Air / Social Media
2019	Henrick's Gin	International Travel / Social Media
2019	Ackerman's - Valentine's Campaign	Campaign TV/Digital/Social Media
2018	Standard Bank	Social Media Campaign
2018	Ponds	Campaign TV/Online
2017	Always #LikeAGirl	Social Media Campaign
2016 – 2017	Shoprite Beauty Extravanganza	Campaign
2017	Optrex (Eye Warming Masks)	Social Media Campaign

# OSM



Hair: Black  
Eyes: Black  
Height: 1.63m  
Languages: English and Zulu

## Performance Resume

### Pearl Modiadie

#### **CAMPAIGN & ENDORSEMENT EXPERIENCE CONTINUED:**

2016	Lux	Ambassador Campaign
2015	Edgars - Summer/Xmas 2015	Campaign TV/Online/Print

#### **EVENT MC EXPERIENCE:**

Cars.co.za  
SAMA Nominee Event Function  
Audi Festival of Motoring 2019 (Multiple events)  
Surf School of Shine  
South African Film and Television Awards (SAFTAs) 2019  
Pandora Event  
Mbokobo Women in The Arts Awards  
Lux launch  
Ponds launch  
Metro FM Music Awards  
Crown Gospel Music Awards  
Clientele awards  
IFA Mass Rally  
Cell C app launch  
South African Youth Awards

**OSM**  
OWEN S. MANAGEMENT



Hair: Black  
Eyes: Black  
Height: 1.63m  
Languages: English and Zulu