

EDUCATION

JAN - JUN 2020 | THE UNIVERSITY OF LAW: LONDON BLOOMSBURY
GDL

2016 - 2018 | AAA SCHOOL OF ADVERTISING CAPE TOWN
BA DEGREE IN MARKETING COMMUNICATION: **FIRST**

2015 | VARIOUS CREATIVE SHORT COURSE QUALIFICATIONS
SEE "ADDITIONAL COURSES" ON PAGE 2.

- Explored creative skillset.
- While working full-time.

2013 & 2014 | STELLENBOSCH UNIVERSITY
LLB (COMPLETED 2 OF THE 4 YEARS).

2012 | TEACH TRAVEL ASIA IN BANGKOK, THAILAND
TESOL COURSE (120 HOURS OF ADULT & CHILDRENS' TEACHER TRAINING).

2007 - 2011 | PAARL GIMNASIUM HIGH SCHOOL
ONE OF SOUTH AFRICA'S LEADING SCHOOLS.
MATRIC CERTIFICATE: **FIRST**

LEGAL EXPERIENCE

LEGAL CHEEK CAMPUS AMBASSADOR | FOR 2021

- Represent Legal Cheek & affiliated firms & events on campus.

VIRTUAL WORK EXPERIENCE | JUNE 2020 - PRESENT

- 1-week Legal Cheek Virtual Vacation Scheme.
- Linklaters Virtual Internship.
- White & Case Virtual Internship.

COVID-19 PRO BONO PROJECT | MAY 2020

- Team Leader of the Covid-19 Crisis Pro Bono team: Consumer Rights Goods & Services.
- Gained legal knowledge on consumers' rights in general & specifically during a pandemic.
- Drafted legal documents based on research & reported to the supervising solicitor by set deadlines.

PRO BONO COMMUNITY | MARCH 2020

- Remote training & volunteer placement for a Welfare Benefit Clinic.

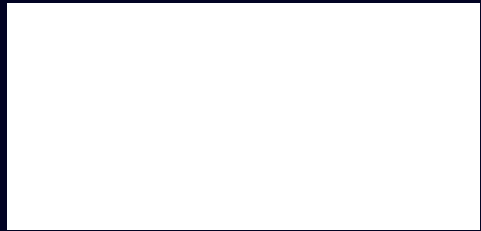
COMMERCIAL WORK EXPERIENCE

ACCOUNT MANAGER:
TO SUPPORT STUDIES

LONDON, UK | FEB 2020 - ONGOING

- Continuously look for & approach new clients across various industries & manage their advertising & marketing requirements – create business plans, rebranding strategies & social media content plans.
- Conduct research into market & economic trends in order to customise marketing briefs & proposals for different clients, especially now, during a pandemic.
- Ensure the brand and/or trademark is legally protected by working with Intellectual Property lawyers.

ADVERTISING AGENCY | PART-TIME



PROFILE

- International career change from Marketing to Commercial law.
- Part-time Account Manager at Breaking Bud ad agency.
- Significant work experience & client facing.
- Good team-player, but a natural leader with high, positive energy.
- Creative problem-solver & competent writer.
- Long distance runner.

CONTACT

LANGUAGES

LANGUAGES:

ENGLISH: FLUENT

AFRIKAANS: FLUENT

LEADERSHIP POSITIONS

PROJECT COVID-19 PRO BONO TEAM
LEADER | 2020

THE UNIVERSITY OF LAW

STUDENT COUNCIL COMMITTEE |
2017 & 2018

AAA SCHOOL OF ADVERTISING

STUDENT REPRESENTATIVE COUNCIL
| 2011

PAARL GIMNASIUM HIGH SCHOOL

SCHOOL HOCKEY TEAM CAPTAIN | 4
YEARS

PAARL GIMNASIUM HIGH SCHOOL

AWARDS

1ST PRIZE FOR BEST BUSINESS

RE-BRANDING STRATEGY | 2018

AAA SCHOOL OF ADVERTISING

RECEIVED HIGHEST AWARD FOR

CULTURAL ACHIEVEMENTS | 2011

PAARL GIMNASIUM HIGH SCHOOL

INTERESTS

WRITING:

- 1 of 7 students to start the ULaw News Society: Editor of Media & Human Rights | 2020
- 3 published articles for national online publication, Media24 | 2018
- Completed Copywriting short course | 2015

RUNNING:

- Entered the 2020 Hackney Half Marathon.
- 4 to 6 runs p/week

ADDITIONAL COURSES

JEWELLERY DESIGN

RUTH PROWSE SCHOOL OF ARTS | 2018 & 2015

GRAPHIC DESIGN SHORT COURSE

AAA SCHOOL OF ADVERTISING | 2017

COPYWRITING SHORT COURSE

AAA SCHOOL OF ADVERTISING | 2015

PRESENTING FOR TV SHORT COURSE

CITY VARSITY | 2015

PRESENTING FOR RADIO SHORT COURSE

CITY VARSITY | 2015

PATTERNMAKING SHORT COURSE

DESIGN ACADEMY OF FASHION | 2015

TESOL COURSE

THROUGH TEACH TRAVEL ASIA IN BANGKOK, THAILAND | 2012

Taught conversational English for grades 3 - 6 (approx. 40 students p/class).

REFERENCES

REFERENCES AVAILABLE ON REQUEST.

ACCOUNTS, MARKETING & COMMUNICATIONS MANAGER: DOPE DRINKS | RECRUITED TO HELP SET UP BUSINESS

SOUTH AFRICA | NOV 2019 - MAR 2020

- Assisted in start-up of the company as manager of communications, marketing & customer accounts.
- Negotiated with & managed logistics teams in order to successfully manufacture & distribute the product from the manufacturing plant to the dispatching warehouse, to consumers & buyers.
- Implemented ordering systems, communications systems & data collection systems to accelerate the growth & the success of the start-up.

SHOP MANAGER: BABETTE CLOTHING

CAPE TOWN, SOUTH AFRICA | SEP 2019 - DEC 2019

- Managed the shop in its entirety: served customers, administered shop inventory; calculated budgets & managed all staff.
- Babette offered me full-time employment, but I was already on track to follow my dream of becoming a solicitor at a leading London firm.

MARKETING: QUICKE'S TRADITIONAL LTD | INTERNATIONAL INTERNSHIP

DEVON, UK | FEB 2019 - AUG 2019

- Conducted primary & secondary research on the artisan cheese market within the UK: compiled & presented an in-depth report on the market, customers & competitors.
- Designed, planned & managed creative changes made to particular areas of the brand.

MARKETING: MEDIA24 | INTERNSHIP

CAPE TOWN, SOUTH AFRICA | NOV 2018

- Reviewed the social media & digital marketing strategies, researched each division's target market & marketing & content plan. Created an up-to-date social media & digital strategy & presented all progress to my direct superiors in weekly meetings.
- Media24 offered me a permanent position in the NetNuus team.

MARKETING: THE DUCHESS | INTERNSHIP

SOUTH AFRICA & EUROPE | SEP 2018

- Conducted ongoing market research to gain & maintain commercial awareness of the drinks market in South Africa & Europe.
- Created a detailed campaign plan to assist in launching a new product line. The campaign plan consisted of a marketing plan, social media content & live activations.
- The Duchess offered me a permanent position in their team as Junior Marketer.

MARKETING & LOGISTICS MANAGER: SLAVES OF FREEDOM | RECRUITED TO HELP SET UP BUSINESS

CAPE TOWN, SOUTH AFRICA | JAN 2017 - JUL 2018

- Helped develop a start-up clothing company as manager of the brand, marketing & logistics.
- Negotiated with manufacturers, warehouses & retailers in order to create & distribute the product successfully.

MANAGER & WAITRESS: RED SOFA CAFÉ | PART-TIME TO SUPPORT STUDIES

CAPE TOWN, SOUTH AFRICA | JAN - DEC 2016

- Managed & delegated the efficient running of the Café (approximately 130 customers per day).
- Administered all finances: calculated daily cash-ups & monthly profitability & wages for a team of 10 staff.