



Elizma
van Niekerk

BRAND AND COMMUNICATION
SPECIALIST

PERSONAL PROFILE

Elizma van Niekerk is an enthusiastic and talented brand and communication specialist. Her hard-working attitude and leadership qualities make her the ideal addition to any agency. She is also well versed in project planning, organisation and administration. Starting her own part time business has made her a quick thinker, creative problem solver and excellent with time and team management.

CONTACT DETAILS

Mobile: +27 72 366 2384
hello@elizmavn.co.za

LANGUAGES

ENGLISH ██████████
AFRIKAANS ██████████

TECHNICAL SKILLS

MICROSOFT OFFICE FULL SUITE ██████████
PHOTOSHOP ██████████
LIGHTROOM ██████████
MAILCHIMP ██████████
HOOTSUITE ██████████
CONTENT WRITING ██████████

REFERENCES

AGRINET
alchiam@agrinet.co.za
HKLM
zmirza@hklmgroun.com
SONIA VAN WYK
082-496-8110
KING PRICE
Reference letter on request

PROFESSIONAL EXPERIENCE

MARKETING COORDINATOR

Agrinet, Apr 2020 - Present

Assisting the marketing manager in activities that build the company's brand and products brands; activities include developing and implementing marketing and advertising campaigns; tracking sales data; creating content for publications, maintaining promotional materials inventory; coordinating meetings and trade shows; maintaining databases & company/brand websites; preparing reports, dealing with end-user queries, developing content and managing social media channels, tracking budget, etc.

INTERNSHIP

HKLM, Nov 2019 - Dec 2019

Working with client services, brand consultants and strategists.

BRAND CONSULTANT

Vida e Caffè Branding Campaign Proposal, Oct 2019

Fulfilled strategist, financial and team leader roles.

PERSONAL ADMIN ASSISTANT

Sonia v Wyk, Aug 2018 - July 2019

General admin duties including filing, banking, procurement, arranging travel, scheduling meetings, etc.

BRAND CONSULTANT

King Price Branding Campaign Proposal, July 2018

Presented a branding campaign proposal for King Price. Fulfilled strategist and financial role.

EDUCATION

RED & YELLOW SCHOOL

DIGITAL CONTENT AND COPYWRITING SHORT COURSE, 2021

UNIVERSITY OF PRETORIA

BCom Honours in Communication Management, 2020

VEGA SCHOOL OF BRAND LEADERSHIP

BCom Strategic Brand Management, 2017-2019

- Graduated cum laude
- Member of the Student Council

CAMBRIDGE CERTIFICATE

AS-Level, 2016

SKILLSPRO CORELDRAW CERTIFICATE

Graphic Design Advanced Certificate, 2013

- Achieved with distinction