

Curriculum Vitae

WILLEM ADRIAAN NEL

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Summary of skills and attributes

Interpersonal

- Confident and skilled in working as a part of a team
 - I had to work as part of a team of interns to plan and arrange a youth day event for a child welfare facility. The team consisted of people from various cultures and backgrounds and we had an excellent relationship amongst each other.
 - The team was complimented on the professional way we conducted ourselves and the success of the day.
- Sales and customer service experience:
 - Working as a waiter in a busy restaurant taught me patience and good customer relations.

Personal management

- Initiative and ability to take responsibility:
 - I took initiative in arranging and leading a group of students when having to complete a class project for various assignments during recent semesters.
- Planning, organising and time management:
 - Being employed as a waiter assisted me in getting skilled at time management to ensure that all study work is kept up to date despite long hours working at the restaurant.
- Pays attention to detail:
 - I am very meticulous when doing study projects making sure that my work is professional, well structured, grammatically correct and punctually submitted.
- Self-motivated and self-management:
 - I have completed a photography course and am working as a freelance photographer after hours in order to contribute to my study fees.

Communication

- Strong level of verbal and written communication skills:
 - I have successfully completed a BA Communication degree. All assignments entail a huge amount of self-study and research and have to be grammatically correct at all times.
 - Classes encourage participation and good verbal communication is a requirement to ensure understanding and mastering the huge amount of study material.
- Interview Skills:
 - As part of an assignment for the subject of Marketing in Advanced Corporate Communication, I had to conduct interviews with the various role players of the ATKV (Afrikaanse Taal en Kultuur vereniging) organisation and the results were analysed and structured as part of a Digital Marketing proposal to the company.
- Written communication:
 - I am part of the Crossroads Prison Ministries who does work with the prisoners at Potchefstroom Correctional Facility. This is based on a written dialogue between myself and identified incarcerated individuals where we communicate on a regular basis about religion and other troublesome issues to enhance the opportunity of such individuals to communicate with and relate to outsiders.

Electronics and technology

- Keeping up to date with the latest technology and have a strong interest in social media.
- I completed a course, Organisational Media Management and web design.
 - The module included the theoretical aspects pertaining to the internet as a corporate medium as well as compiling a webpage, video CV, analyses of corporate websites, campaigns and other social media platforms.

Practical

- Administrative skills:
 - Working as an intern at the Department of Environmental affairs, my duties included Leave Management, Supply Chain Management, Taking minutes at meetings and general office administration.
- Physically active, healthy and fit:
 - My sport activities include running, gym, swimming and I enjoy spending time outdoors with my camera practising photography.

Employment history

2016 – 2018: **Freelance Photographer & Sports Photographer**

- By word of mouth, I managed to advertise myself as a photographer and was responsible for the photography of various private and university functions.
- I mastered the following web design programs as part of Corporate Media and Writing:
 - Adobe Lightroom
 - Adobe MUSE
 - Adobe Indesign
 - Adobe Dreamweaver
 - Adobe Photoshop

2016 – 2017: **Waiter / Floor manager**, Café Fiori's, Potchefstroom, South Africa

- A part-time job at a local restaurant, while at University.

2014: **Intern** – Department of Environmental affairs, Cape Town, South Africa

- General office administration
- Supply chain
- Human resources
- Logistics
- Public speaking

Education and qualifications

2015 – 2017: **Bachelor in Communication**, North West University, Potchefstroom, South Africa

Modules Completed

- Research Methodology
- Corporate Media: Web Page Development
- Communication Studies
- Communication For Social Change
- Communication Studies
- Video: Pre-Production
- Communication Management: Marketing
- Communication Management: Plan
- Writing For The Media And Corporate Writing
- Man And Society: Critical Perspectives

2018: **Honors in Advance Corporate Communication**, North West University, Potchefstroom, South Africa

Modules Completed:

- Research Methodology
- Fundamentals Of Advanced Corporate Communication
- Marketing Within Advanced Corporate Communication
- Research Report
- Advanced Themes Within Advanced Corporate Communication
- Context Of Advanced Corporate Communication
- Theoretical Advanced Corporate Communication

Course Related Projects:

- **Digital marketing plan - ATKV**
 - Developed excellent research and analytical skills, with critical thinking. Acquired time-management and superb crisis control skills.
- **Communication strategy for Virgin Active**
 - Developed the ability to function under enormous amounts of stress, combined with learning how to be at ease within large organisations.
- **Marketing communication plan for Aganang**
 - Learned how to collaborate with local community programs to achieve organisational goals. Understood how to listen to the community and to satisfy their needs.
- **Social media campaign for Mediclinic**
 - Developed a detailed understanding of social media campaigns and how to use different software to achieve organisational goals. Grasp of how to collaborate with organisations in decision-making processes.

2018: Currently doing my Masters in Public Relations, Technological University of Dublin, Ireland

Professional organisational membership

Golden Key International Honour Society

Membership number: 16628008

REFERENCES

Dr. Marlene Wiggill

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