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L e t t e r
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NICOLE BOTHA

Web Designer &
Business Marketer

Dedicated and detail-oriented Web Developer. Eager to apply proven-exposure maximization skills for clients in building, monitoring, maintaining, and linking websites. I have a special interest in achieving the geographic, demographic, psychographic, and behavioral markets and helping businesses with brand exposure & awareness, increase in leads & sales, and their communication with clients.

Dear Sir/Madam

My Name is Nicole Botha . I am 24 years old and from South Africa. I am writing in order to apply for a position at your company. Your organization is extremely well-known and recognized and I want to be a part of it!

I believe working with your team will be the opportunity of a lifetime and that I will gain the necessary knowledge & skills required to excel as an individual and employee within your business. I am ambitious and feel that with my abilities, talents, efforts as well as my personal attributes I will be an asset to your company and be able to contribute to new & existing projects. I am a self-starter, self-motivated and hands-on person.

I am meticulous in the preparation and finalisation of tasks and take great pride in the final product. Perfection is what I strive for, and perfection is what I will produce. To obtain a satisfactory quality product I will not only rely on my own expertise and knowledge but will also consult superiors, external sources and do extensive research.

I respond positively to constructive criticism and appreciate the continual evaluation of my progress. I believe that relevant and frequent feedback is necessary in order for an individual to understand which improvements are needed, and as the saying goes - "There is always room for improvement, no matter what - Ali Krieger".

I have the ability to motivate, train and get people's co-operation in order to achieve goals. Team work makes the dream work, a team is a company's "brain", it's "network". If there is a disconnection between any team members, there's a disconnection within the company and therefore a disconnection to the product. I make time to maintain interactions and relationships with my colleagues and others on a healthy and amicable basis.

I see my future as an exciting and stimulating goal, awaiting fulfilment. I plan to obtain additional commercial exposure and to continue studying to obtain industry and environmental related knowledge. I also want to further my studies in Digital Marketing and Computer Sciences.

I do not shy away from any challenge and grow within any industry and origination. I believe I will be a valuable asset to any company as I adapt easily, have an eagerness to learn and increase my knowledge and love working with a dedicated, driven and goal-focused team

Resume



NICOLE BOTHA

Web Developer &
Business Marketer

Dedicated and detail-oriented Web Developer. Eager to apply proven-exposure maximization skills for clients in building, monitoring, maintaining, and linking websites. I have a special interest in achieving the geographic, demographic, psychographic, and behavioral markets and helping businesses with brand exposure & awareness, increase in leads & sales, and their communication with clients.

EDUCATION

- High School |
Strand High School
Year Matriculated | 2016
Matric Results | A+ Passed with
admission to Bachelor's Degree

- Subjects Passed
 - Afrikaans Home Language
 - English First Additional Language
 - Mathematical Literacy
 - Life Sciences
 - Tourism
 - Consumer Studies
 - Geography

- University Of Cape Town
Web Design & Marketing
Jan 2022 – May2022

CONTACT

M: nbotha140@gmail.com

P: +27 63 408 6682

A: 33 Bridgewater Street, Somerset West,
7140, Cape Town, South Africa

ACHIEVEMENTS

- 2022
Increased the brand awareness of Snowfinch.com by 50% and leads to 35% within a period of 6 months

PROFESSIONAL EXPERIENCE

- Erinvale Golf Club| Concierge/Receptionist
2018 – 2019
Area | Somerset West
Reason for leaving | Relocated to Gauteng
 - Reference | Blyth Reid (General Manager) – 021 847 1144Key Responsibilities:
 - General Duties
 - Screening and Answering Phone Calls
 - Office Administration
 - Managing Housekeeping Department
 - Ordering Office & General Company Supplies
- Saint Restaurant | Concierge/Hostess/Receptionist
2019-2021
Area | Sandton
Reason for leaving | Relocated to Cape Town
 - Reference | Michalia (Manager) – 010 594 5888Key Responsibilities:
 - Events Organizing
 - Hosting Guests
 - Screening & Answering Phone Calls + Bookings

TOP SKILLS

- Hard Skills
 - Web Design & Development
 - Search Engine Optimization
 - Copywriting
 - Digital Marketing
 - Web & Social Media Public Relations
 - Content Management Systems
 - Web Analytics
 - Online Advertising & PPC (Pay Per Click)
 - Online Color Theory
 - Ad Campaigns (Online & Offline)
 - Email & Mobile Marketing
 - B2B & B2C Marketing
- Soft Skills
 - Observation
 - Decision Making
 - Communication
 - Multi-tasking
 - Attention to detail
 - Problem Solving
 - Patience
 - Project Management
 - Interpersonal Skills
 - Pursuing HTML | CSS | JScript

- Activitar | Distribution Agent
2021 – 2022
Area | Cape Town
Position | Support & Onboarding trainee
 - Promoted to Distribution Agent | Promoted to Distribution Manager & TrainerReason for leaving | Pursuing Better Professional Development
 - Reference | Dirk (Supervisor)
+27 76 251 2441

Personal Profile

I have been designing websites for little over a year now and I have developed a true passion for it. My goal is to put my skills to use and improve them over time within a company that will challenge me and help me grow. I am a very creative person and would love to be able to learn more about the programs used to put my ideas into theory and work my way through university to become a professional Web Designer & Developer, as I feel this is the perfect career for me.

I am currently pursuing HTML | CSS | JScript by self-studying a Full Stack Front- & Backend Web Development Course through Udemy, presented by Dr. Angela Yu. This will assist me in developing the required skills needed for the construction of expert level websites.

I am very hardworking and this, along with my eagerness to learn and be taught will show in every challenge I take on. My ideal position within a company at this time will be an Internship or Junior position in Digital Marketing or Web Design.

MY SKILLS INCLUDE BUT ARE NOT LIMITED TO:

- Excellent reading and writing skills
- Excellent verbal communication skills (Afrikaans & English) as well as active listening and great customer service skills
- Excellent interpersonal skills that go beyond basic communication abilities
- Can give and receive criticism gracefully as well as rise above petty office politics
- Excellent multitasking abilities and always willing to offer assistance to fellow colleagues
- Strong organizational, administrative and general reception skills
- Good workload and time management
- Excellent telephone etiquette
- Dedicated, driven and proactive
- Confident communicator
- Microsoft Office Literate

- Web Design
- Web Development
- Search Engine Optimization
- PPC (Pay Per Click Ads)
- Google Analytics
- WordPress
- Website Management
- Website Maintenance
- API Solutions
- Onboarding & Support
- Sales
- Distribution
- Google Ads
- Facebook Ads
- Instagram Ads
- Blog Content Creation
- Sales & Holistic Marketing Strategies
- Data Analytics, Research & Analysis
- Team-Management
- Product Management

NICOLE
BOTHА

Web-designer & Marketer

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nbotha140@gmail.com
www.astropixls.com

Last Updated: November 29, 2022

portfolio

Index:

about
projects
services
contacts

NICOLE
BOTHА

Web-designer & Marketer

about
projects
services
contacts



MY NAME IS

NICOLE BOTHA

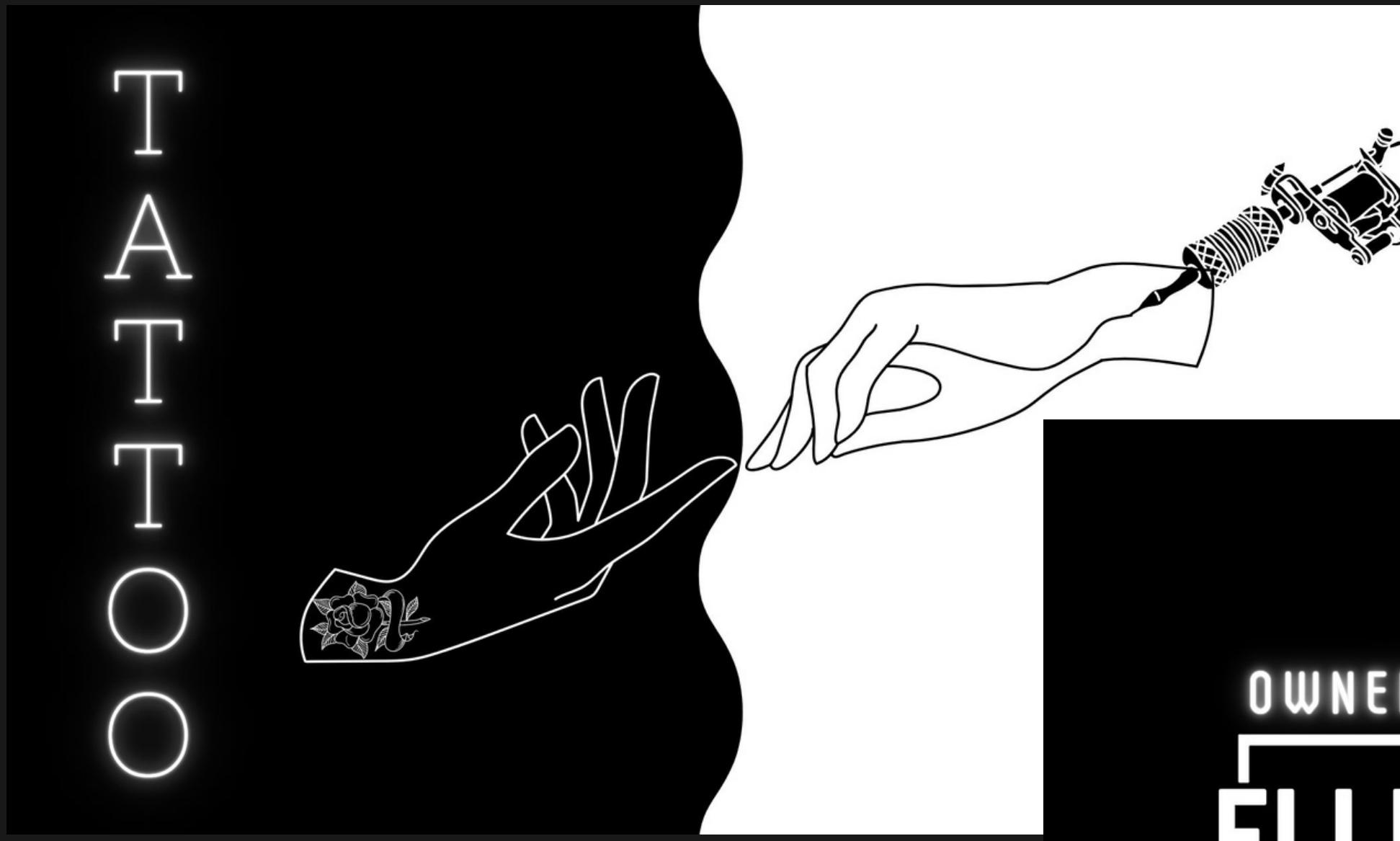
I have been developing unique website designs for almost a year. I am constantly learning and developing. I know all the trends and know how to apply them appropriately and adequately. I provide businesses and individuals with a wide range of services, actively listen to their needs and customize my work to their unique circumstances. My passion is creating beautiful, functional, and engaging websites that work for you and look great on every device and platform.

NICOLE
BOTHA

Web-designer & Marketer

about
projects
services
contacts

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Business Cards

OWNER

ELLIE@TATTOOSHOP.COM

INSTAGRAM

EMAIL

WEBSITE

Contact: +27 00 000 0000



Ellie Johnson



Ellie Johnson
ARTIST & CEO



+27 00 000 0000

WWW.ELLIEJOHNSON.COM

HELLO@ELLIEJOHNSON.COM

**EMAIL**

myactivities.sa@gmail.com

CONTACT NUMBER

+27 63 408 6682

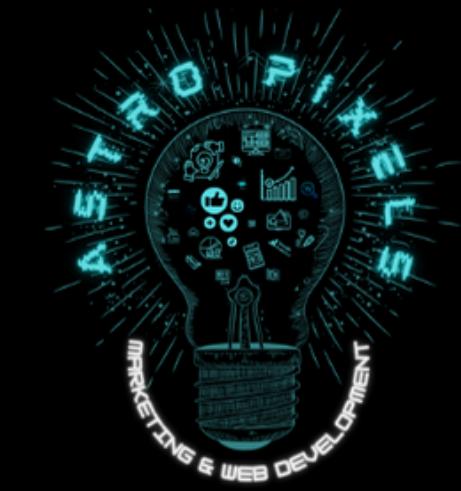
WEB

myactivities.company.site

NICOLE BOTHA



PERSONAL
TRAVEL
ADVISOR

**EMAIL**

info.astropixels@gmail.com

CONTACT NUMBER

+27 63 408 6682

WEB

www.astropixls.com

NICOLE BOTHA

ASTRO PIXELS

WEB DESIGN & DEVELOPMENT

ONLINE & OFFLINE MARKETING

E-COMMERCE SOLUTIONS

COPY WRITING & LICENSED MEDIA

SOCIAL MEDIA MANAGEMENT

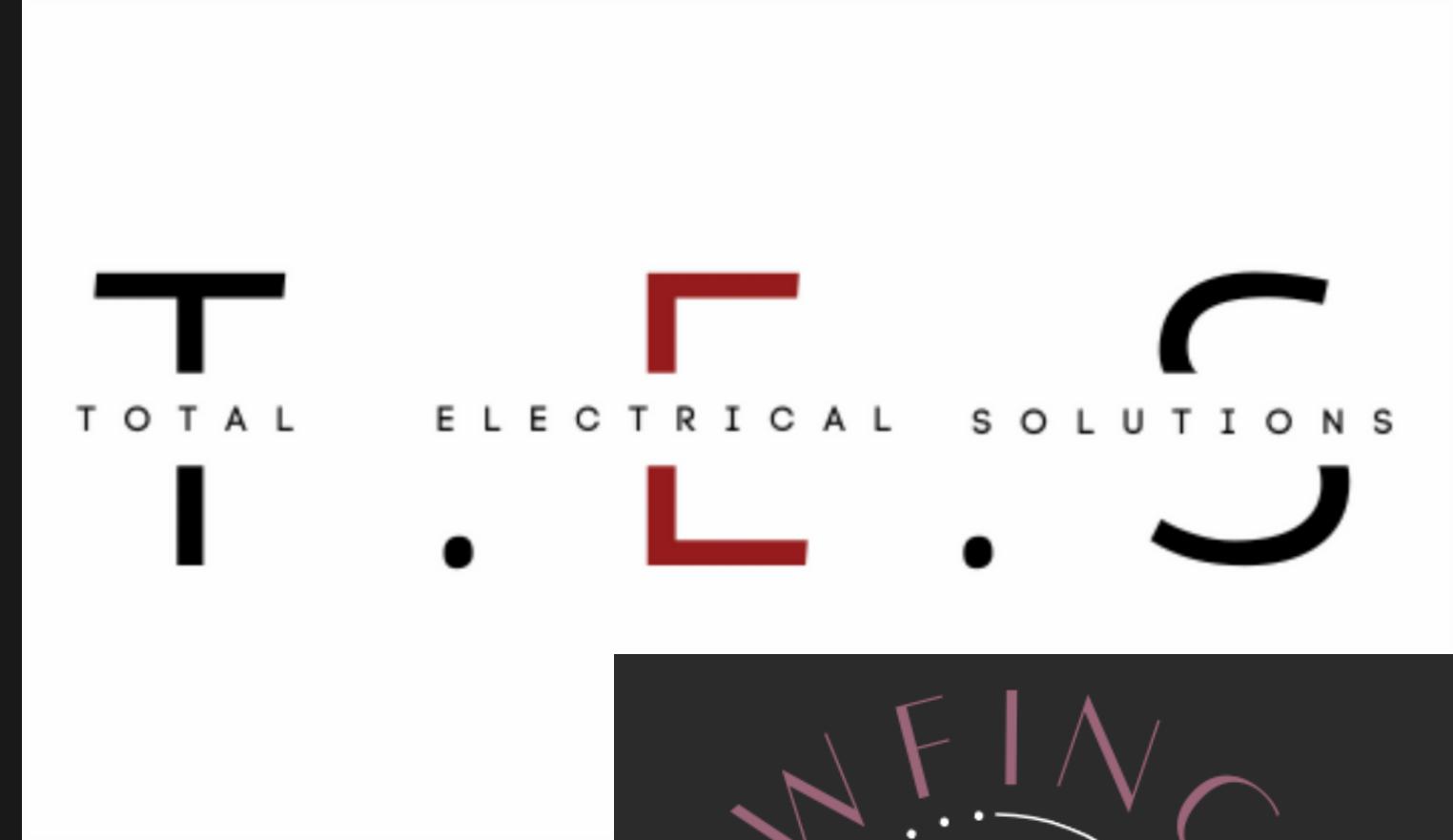
BUSINESS MANAGEMENT SOLUTIONS

& More!



SCAN ME

LOGOS



01

snowfinch.co.za

Snowfinch
snowfinch.company.site

SHOP NOW

Store About Location Contact us

+27 64 135 8431 Get directions Business hours

SNOWFINCH

Snowfinch

Browse a wide range of beauty & skin care products, accessories, clothing and more! We have brought together our favorite and most trusted products for your convenience, so spoil yourself.

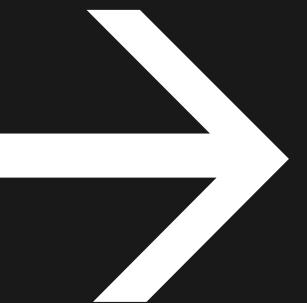
Shop Now

In the Shop

SOLEIL ROSE



ONLINE
BEAUTY
SHOP



Snowfinch

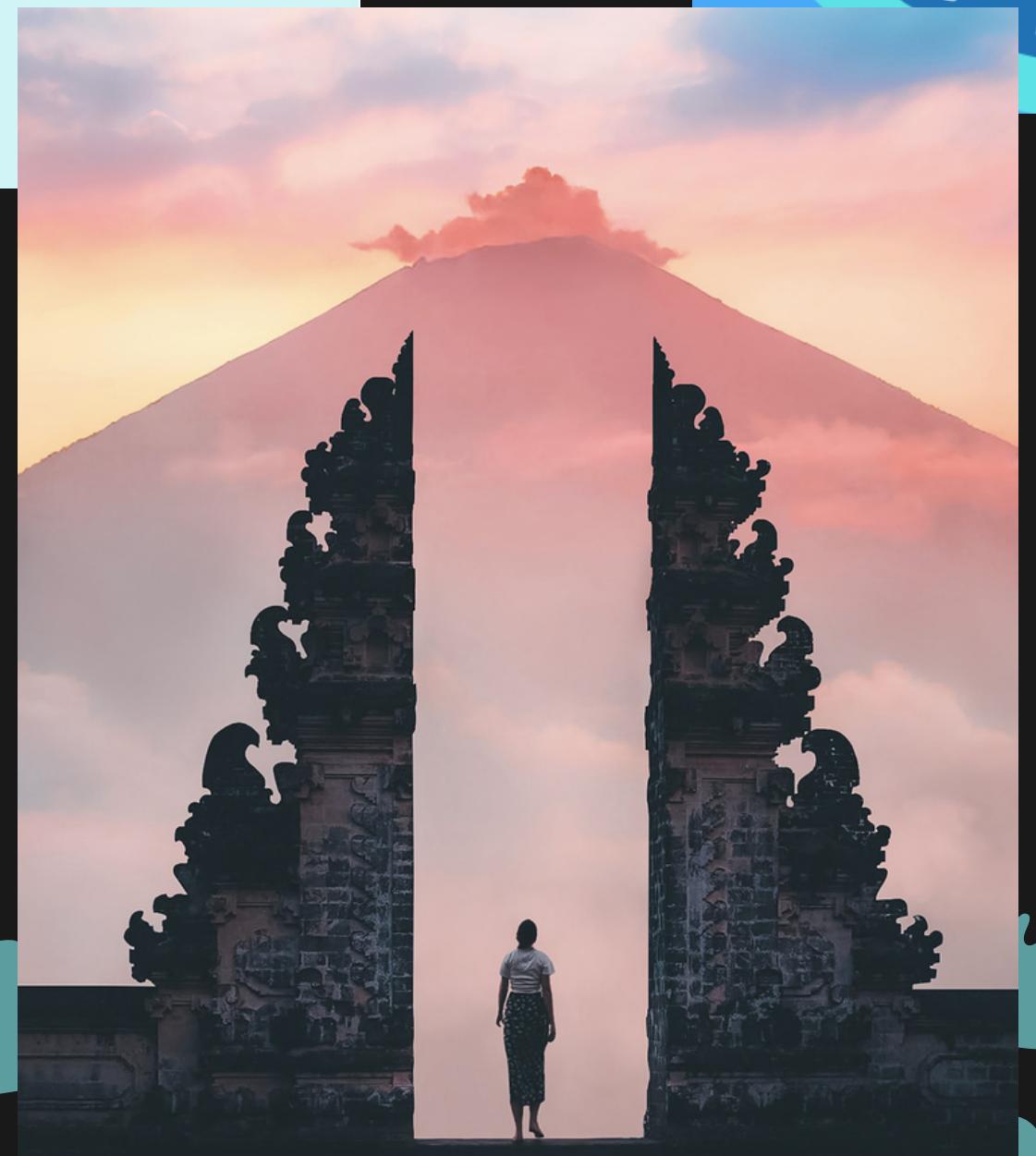
A website for an online beauty shop, where the goal is seamless Beauty at an Affordable price. Snowfinch makes use of reliable suppliers who cater to all types of beauty standards. It was important to convey this atmosphere in the website design.



PERSONAL
TRAVEL
ADVISOR



myactivities.company.site



02

TRAVEL GUIDE



A website for travel lovers. They find the most affordable destinations and packages for you. They continuously expand their presence by taking on new partners in strategically important markets - Africa and Europe being good examples of this. They wanted visitors to be able to book getaways easily without any hassles



MY ACTIVITIES

The image shows two screenshots of the Astro Pixels website. The top screenshot is the homepage, featuring a dark background with a lightbulb icon containing various icons like a bar chart, a gear, and a person. The text "ASTRO PIXELS" is written in a circular pattern around the bulb. Below this is the tagline "MARKETING & WEB DEVELOPMENT". The bottom screenshot shows the "About Me" page, which has a dark blue background with a grid pattern. It features a bio about the developer, a "Contact Me" button, and a large "About Me" heading.

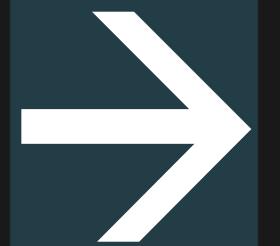
03

This block contains a business card for Astro Pixels. The card features a circular logo with a lightbulb and the text "ASTRO PIXELS" and "MARKETING & WEB DEVELOPMENT". Below the logo, there is contact information: **EMAIL** info.astropixels@gmail.com, **CONTACT NUMBER** +27 63 408 6682, **WEB** www.astropixls.com, and **NICOLE BOTHA**. To the right of the card is a large "ASTRO PIXELS" logo with the tagline "WEB DESIGN & DEVELOPMENT", "ONLINE & OFFLINE MARKETING", "E-COMMERCE SOLUTIONS", "COPY WRITING & LICENSED MEDIA", "SOCIAL MEDIA MANAGEMENT", and "BUSINESS MANAGEMENT SOLUTIONS". Below this text is the phrase "& More!". At the bottom right is a QR code with the text "SCAN ME" next to it.





WEB DESIGN & MARKETING



Their goal is to make people aware of their business as well as promote the company mission, products, and services offered. Customers should be able to easily navigate services and understand what they are buying.

NICOLE
BOTHА

Web-designer & Marketer

about
projects
services
contacts

Landing Pages

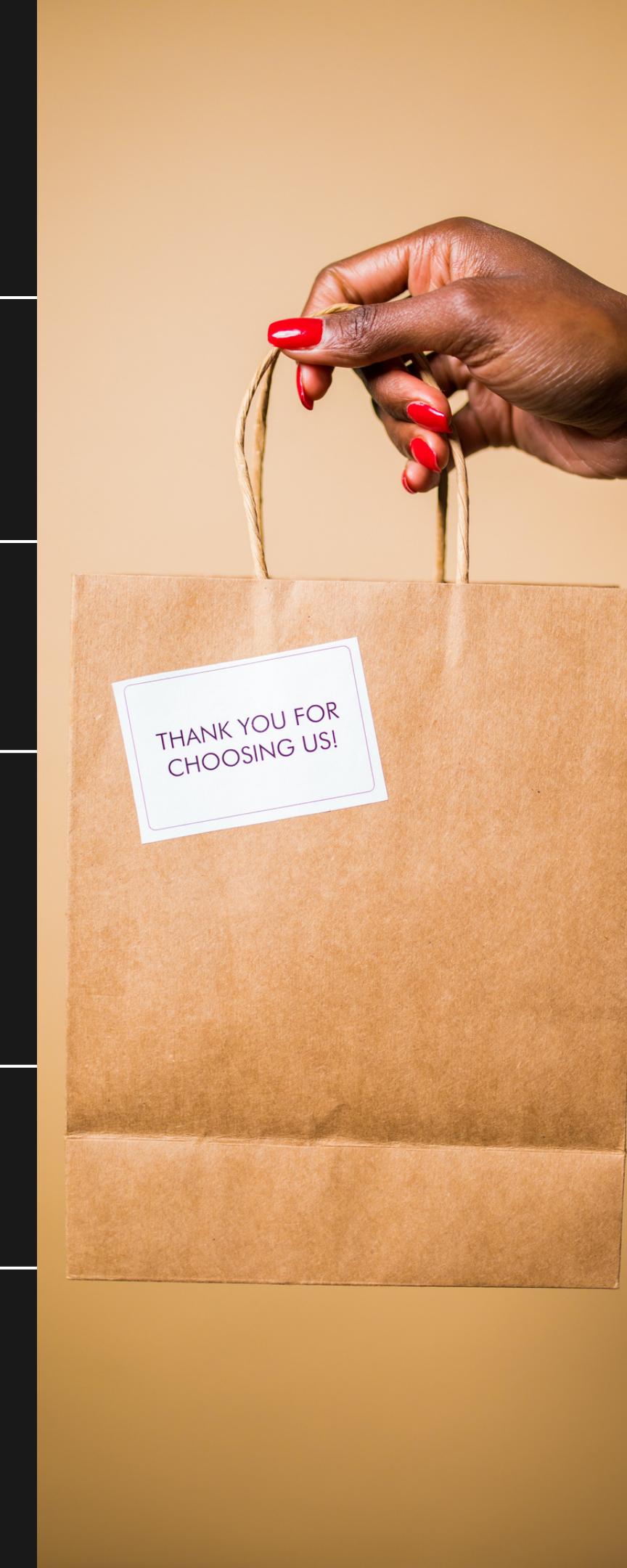
E-commerce shops

Websites

Social Accounts

Marketing

Business Cards



Logos

Web PR

Site Management

Copy Writing

Content Creation

Business Strategies

**ARE YOU READY
TO WORK WITH ME?**

Calm
Cooperation
Effectiveness
Results

NICOLE BOTHA

your web-designer &
marketer



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nbotha140@gmail.com
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