

NICOLE V CHARLES

MARKETING & ADMINISTRATION

CONTACT

083 230 2014
charlesvnicole@gmail.com
www.nvc.agency
19 Cliff Drysdale Str, Unitaspark ext.
Vereeniging, 1930

SKILLS

- Proficient in MS Office Suite
- Data Capture
- Data Analysis

EDUCATION

BCom Accounting

University of Johannesburg

2022-

Studying towards a degree in accounting

Diploma in Media Practices

Boston Media House

2017-2020

-Specialized in advertising with practical learning from the award-winning ad agency, Joe Public.

REFERENCES

Bevis Gous, Manager

Dekra Automotive

Phone: 016-422-6408

Radhia Ebrahim, Manager

I&S Motors

Phone: 078-755-7098

Wilhelmien, Owner

Liquid Vitality

Phone: 076-643-3290

LANGUAGES

English 

Afrikaans 

PROFILE

Results-driven professional with a strong track record in administration, marketing, and event management. As the owner of a digital marketing agency (www.nvc.agency), I have a proven ability to multitask, handle clients' needs, and deliver results. Highly adaptable with a deep understanding of customer service and marketing strategies. Excels in learning from experiences to drive business growth.

WORK EXPERIENCE

Admin Clerk

Dekra Automotive, Vereeniging

May 2021 - Present

- Responsibly handled phone inquiries and client appointment scheduling.
- Prepared essential documentation for eNatis and conducted data capturing.
- Maintained office supplies, ensured data accuracy, and conducted monthly statistics and data analysis.
- Facilitated communication between clients, head office, and managers through email and phone.

Assistant Manager

Liquid Vitality, Vereeniging

2020Feb 2019 - Jun 2021

- Provided hands-on assistance to customers, assessed their needs, and maintained a strong understanding of consumer preferences.
- Compiled target market analysis and digital marketing reports to aid senior leadership in strategic decision-making.
- Established and managed a Facebook marketing page to promote the business and engage customers effectively.
- Contributed to the development of marketing strategies that led to a 200% increase in sales targets.
- Ensured a clean, organized, and safe work environment to enhance efficiency and team safety.
- Submitted reports to senior management to support business planning.

Marketing Assistant

I&S Motors, De Deur

Sep 2018 - Dec 2018

- Assisted in creating pre-season marketing plans that aligned with department and divisional strategies.
- Collaborated with team members to expand marketing channels and modernize web pages.
- Conducted data analysis and developed pricing structures to balance firm objectives and customer targets.
- Organized innovative marketing campaigns, resulting in increased awareness, engagement, and taxi sales.
- Managed customer surveys for local, regional, and national campaigns.
- Coordinated meetings between project members and clients to drive progress and goal setting.