



# Jayden Stadhauer

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## SUMMARY

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I am an ambitious and results-driven BCom Management Science student specialising in Marketing and Tourism Management at the North-West University. I have developed skills in digital marketing, campaign planning, brand management, market research, and customer acquisition. I enjoy analysing data, paying attention to detail, and working collaboratively with teams to achieve strategic goals. I am eager to contribute my creativity and fresh perspectives to marketing initiatives while gaining valuable industry experience and driving measurable results.

## PERSONAL

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Date of birth: 29 August 2003

Languages: English, Afrikaans

Location: Sasolburg, Free State

## EDUCATION

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### North-West University

Potchefstroom, North West  
2023 – Present

Bachelor of Commerce in Management Sciences with Marketing and Tourism Management

### Sasolburg High School

Sasolburg, Free State  
2021

National Senior Certificate completion

## SKILLS

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### Technical Skills :

•Adobe Illustrator  
•Microsoft Office •Canva

### Soft Skills:

•Data analysis  
•Attention-to-detail  
•Strategic Marketing and Brand Management  
•Team Leadership  
•Cross-functional Collaboration  
•Digital Marketing  
•Customer Acquisition  
•Retention  
•Campaign Planning and Execution

- Market Research
- Budget Management
- ROI Analysis
- Time Value of Money calculations
- Basic supply-chain management

## PROJECTS/ COURSEWORK

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### **Group Leader – Various Tourism Module Assignments**

Jan 2023 – Present

*North-West University*

- Led multiple group projects developing full business plans for hypothetical restaurants and resorts, including financial forecasts, marketing strategies, and sustainability planning.
- Directed the planning and coordination of NWU's annual Tourism Year-End Function, managing logistics, team roles, budget allocation, and stakeholder communication.

### **Group Leader – Marketing and Business Management Modules**

Jan 2023 – Present

*North-West University*

- Oversaw multiple team projects involving real-world marketing strategies, including rebranding existing businesses, designing promotional campaigns, and creating professional video advertisements.
- Coordinated the development of digital and print marketing materials tailored to target audiences.
- Led financial components of assignments, including performing Time Value of Money (TVM) calculations to support business case decisions. Obtaining an average of 76 percent across all our assignments.