



# Kayla Botha

Miss

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igsh=djAwNWN3bG16YWll&utm\_source=q  
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I am a recent Communication Management graduate currently pursuing a second degree in Information Technology at North West University. My academic journey reflects my passion for blending marketing expertise with cutting-edge technology to drive innovative solutions and strategies in today's dynamic business landscape.

## EDUCATION

### Matric

The High school for Girls Potchefstroom

01/2015 - 12/2019

Potchefstroom

### BCom Communication Management with Marketing and Tourism

01/2020 - 12/2022

Potchefstroom

### BSc Information Technology

North-West University

01/2022 - Present

Potchefstroom

## WORK EXPERIENCE

### Entrepreneur

Stall vendor

08/2015 - 06/2018

Potchefstroom

Managed and operated a dessert stall at a monthly market in collaboration with my mother. Responsible for the entire dessert production process, from baking to marketing and sales at the market.

Contact : Karin Botha - 083 651 1843

### Waitress

Jbay Bru Co

11/2019 - 12/2020

Jeffrey's Bay

Contact : Mr Ferrari - 071 301 0404

### Waitress

Kooperasie Kroeg en Kos

09/2021 - 11/2021

Potchefstroom

A restaurant and bar

Contact : Mr. Joseph - 076 472 3065

### IT technician

NWU

02/2024 - 04/2024

Potchefstroom

Temporary position assisting walk-in students with technical difficulties.

Contact : Anton Barnardo - 072 595 5557

## SKILLS

Piano

Leadership

Sales and marketing

Team work

Coding and GUI design

Communication management

## UNIVERSITY LEADERSHIP ROLES

### SRCS Hostel Sub-Committee Member (01/2020 - 12/2020)

- Subcommittee Member actively contributing to the management of a specialised project under the NWU non-profit organization, SRCS, in collaboration with the Head Committee (HC).

### ASA Sub-Committee Vice-Chairperson (01/2020 - 09/2020)

- Vice-Chairperson of the Academic Student Association's subcommittee, dedicated to advocating for the needs and preferences of fellow students within the same faculty.

### ASA SRCS Chairperson (02/2021 - 09/2021)

- SRCS Portfolio Chairperson for the Business and Management Science Academic Chapter Association.

### NWU SRCS Project Leader (11/2022 - Present)

- Project Leader for an SRCS initiative dedicated to empowering and mentally stimulating disabled or disadvantaged children through music development.

## CERTIFICATES

### NSC (01/2015 - 12/2019)

I finished my NSC examinations at GHS.

### Bcom Communication Management with Marketing and Tourism (01/2020 - 12/2022)

Bcom Communication Management degree majoring in Marketing and Tourism.

## LANGUAGES

Afrikaans

Native or Bilingual Proficiency

English

Native or Bilingual Proficiency