

# Khalia Niekerk

Creative Marketer | Experienced  
Copywriter | Psychology &  
Criminology Graduate | Founder of  
Arm Kandy



## Personal details



Khalia Niekerk



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Gauteng  
2091 Johannesburg



2 June 2000



Female



Coloured



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8ba21b216

## Skills

Facebook Marketing

Criminology

Psychology

Social Media Marketing

Outreach Services

Copywriting

Online Advertising

SEO

## Profile

I am a 24-year-old professional from Johannesburg, South Africa, with three years of experience in social media marketing, writing, and copywriting. I hold a Bachelor of Arts degree, graduating cum laude in psychology and criminology, which enhances my ability to craft engaging, insightful content.

Currently, I am channeling my creativity into a jewelry business, designing and selling unique handcrafted pieces. This venture combines my passion for creativity with a therapeutic outlet.

My diverse skill set—spanning marketing, writing, and human behavior—enables me to excel in varied roles and adapt to new challenges. I am driven to reach my full potential and embrace exciting opportunities ahead.

## Education

**Bachelor of Arts - BA, Psychology and  
Criminology**

**Feb 2020 - Jun 2024**

University of South Africa/Universiteit van Suid-Afrika

## Employment

**Business Owner**

**Jul 2024**

Arm Kandy, City of Johannesburg, Gauteng, South Africa

At Arm Kandy, creativity meets personal expression with our handcrafted beaded and macrame bracelets. Each piece is designed to add a touch of aesthetic beauty and charm to your everyday life, inspired by the colours and experiences of each season.

**Student**

**Feb 2020 - Jun 2024**

University of South Africa/Universiteit van Suid-Afrika, City of Johannesburg, Gauteng, South Africa

**Ads Specialist**

**Dec 2021 - Jan 2024**

Klarecon, South Africa

**Outreach Specialist**

**Nov 2022 - Jun 2023**

Klarecon, South Africa

**Social Media Marketing Intern**

**Nov 2021 - Dec 2021**

Culturelligence, South Africa

## Certificates

**Certificate of Internship**

**Jan 2022**

**HIV/AIDS Care & Counselling Declaration**

**Jul 2022**

**BA Degree**

**Sep 2024**

**SEO Beginner**

**Feb 2025**

# Languages

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English

# Hobbies

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■ Jewelry Making