



CONNOR BERGSMA

Graphic And Web Designer

Contact Details:



074 461 2214



connorbergsma18@gmail.com



35 Buren Street, Parow, Cape
Town, 7500



@connorbergsma

Education:

- **2017:**
Matriculated at Edgemoor High School
- **2019:**
Studied my Higher Certificate in Graphic and Web Design at Prestige Academy (Stadio)
- **2020:**
Studied my Advanced Certificate in Graphic and Web Design

Personal Statement:

I have experience on WordPress, editing articles and structuring web pages for Bellview Institute, Matric College and Skills Academy. I also perform design projects using Adobe Illustrator, PhotoShop and Canva, editing and creating images for Facebook Ads, Instagram, flyers, brochures, banners, email signatures, letterheads, menu's and logo's. I also have experience with Active Campaign creating automations and reports on leads and sales. I also have experience using Plugin for SMS Marketing.

Hobbies

I enjoy fishing, hiking (basically anything outdoors, road trips and long drives with some music, cooking and going out trying new foods and football, where I used to play competitively for a semi-professional club (FN Rangers FC). I am currently playing in a futsal (5v5) league



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Skills:

Graphics Design

Web Design

Specializing in SEO

Email Marketing

SMS Marketing

Achievements

Matric College:

Best career change, November
2023

Digital Markring Solutions:

Employee of the month (most
articles uploaded in a month),
September 2022

Work Experience:

Matric College:

Senior Web Administrator – Nov 2023 - Current

- Upload articles to the websites
- Design creatives for the websites, Facebook, Instagram, Mailers
- Create mailers (email campaigns') to send to the clients of the company
- Design brochures, banners, vouchers and flyers for the clients to download from the website
- Create SMS campaigns to send to the clients of the company
- Doing SEO projects for higher ranking pages on Google (suggesting specific keywords throughout the site and implementing them and fixing broken links on the site)
- Doing Leads and Sales reports using Active Campaign

Digital Marketing Solutions:

Junior Web Administrator & Graphic Designer – Feb 2022 - Nov 2023

- Upload articles to the websites
- Design creatives for the websites, Facebook, Instagram, Mailers
- Create mailers (email campaigns') to send to the clients of the company
- Design brochures, banners and flyers for the stakeholders/students to download from the website

Freelance Projects:

TFG – Finance Shared Service – Fundraiser Committee

- Fundraiser raffle design and banner

Major Baked

- Branding designs, logos, flyers, vouchers and menus

Wayne's Woodworks

- Flyer, logos, and business cards

E & W Couriers

- Business cards and flyers

Pristine Oakwood Shaving

- Branding, banners, logos

Links to websites I have performed work for:

<https://digitalmarketingsolutions.co.za/>

<https://bellview.edu.za/>

<https://www.matric.co.za/>

<https://www.skillsacademy.co.za/>