




-  Phone
-  Email
-  Location

Education & Qualifications

Registered Psychometrist

MA, Psychological Research | University of Cape Town, Year

BSocSci (Honours), Industrial Psychology | University of Cape Town, Year

B.A (Honours), Psychology | University of Witwatersrand, Year

B.SocSci, Psychology and Industrial Psychology | University of Cape Town, Year

Certifications

Pricing: Using Data to Improve Pricing Performance | MIT Sloan School of Management, Year

Financial Modelling and Analysis | University of Cape Town, Year

Executive Strategy | Oxford Saïd Business School, Year

Digital Marketing | University of Cape Town, Year

Skills

Soft / Interpersonal

- People Management & Leadership
- Critical Thinking & Adaptability
- Stakeholder Management
- Talent Development
- Conflict Resolution & Collaboration
- Negotiation and Problem solving
- Presentations & Storytelling

Technical

- Data Analysis & Visualization
- Tableau, Python and Excel
- Marketing Strategy & Analytics
- Revenue Forecasting & Budgeting
- Pricing Strategy & Product Innovation
- Research & Survey Design
- Product Strategy (end-to-end)
- Project Management
- Product Lifecycle Management

References

Person | Role or Capacity, Company | Email or Phone

Person | Role or Capacity, Company | Email or Phone

Name

Occupation | Headline

About section // Introduction into who you are - experience, skills, and career aspirations

Work Experience

Company

Most recent position | Month and year - Month and year

Brief description of the role and responsibilities, using action-oriented words. Bold certain more important sections to draw attention // do NOT list KPIs

Add key achievements or projects worked on:

- x
- x

Previous position | Month and year - Month and year

Brief description of the role and responsibilities, using action-oriented words. Bold certain more important sections to draw attention // do NOT list KPIs

Add key achievements or projects worked on:

- x
- x

Older position | Month and year - Month and year

Brief description of the role and responsibilities, using action-oriented words. Bold certain more important sections to draw attention // do NOT list KPIs

Add key achievements or projects worked on:

- x
- x

Another Organisation | Month and year - Month and year

Job Title | Month and Year - Month and Year


Brief description of the role and responsibilities, using action-oriented words. Bold certain more important sections to draw attention // do NOT list KPIs


Add key achievements or projects worked on:


- x
- x
-

Other position | Month and year - Month and year

Another older position | Month and year - Month and year

 Phone

 Email

 Location

Recommendations

Add-in from LinkedIn i.e.,

“X always puts the customer at the center of every strategy.”

VP of Brand Marketing, X Org

Name

Occupation | Headline

Dear Hiring Manager,

Introduction and Expression of Interest // Example prompts:

- *Express enthusiasm for the position and organisation’s industry*
- *Highlight admiration for the organisation’s commitment to ethics / DE&I, and or focus on workplace culture, indicating the alignment of your personal values towards that of the organisation*
- *Establish confidence in your relevant experience and skill set, suggesting a strong fit for the role*

Demonstrating expertise and track record // Example prompts:

- *Emphasise recent and tangible wins i.e., established an Analytics function, greatly enhancing the organisation’s ability to make effortless data-driven decisions*
- *Example 2: Provide credentials showcasing your experience in elements mentioned in the job spec i.e., successfully launched four disruptive products to market, under-budget*
- *Example 3: Add more evidence to requirements listed in the job spec, relevant to your skill set and experience*

Highlighting Leadership and Team Success // Example prompts:

- *Note achievements from your most recent role, in particular about how you led or mentored team members and improved morale (as an example)*
- *Reference some of your previous experiences, reinforcing some key leadership skills required from the job spec i.e., strategic planning and execution skills*

Confidence and Willingness to Engage // Example prompts:

- *Express confidence in your capacity to lead and inspire teams to reach ambitious objectives.*
- *Communicate a strong motivation and results-oriented mindset, along with a passion for innovative marketing strategies.*
- *The closing statements invites further discussion about your potential contribution the Organisation, indicating eagerness to explore the opportunity further.*

Thank you for your time and consideration.

Sincerely,

Name and Last name