

CURRICULUM VITAE

OF

**NEVILLE
CAMPHER**

Table of Contents:

Page:

| | |
|--------------------------------------|-------------|
| 1. INTRODUCTION | 3 |
| 1.1 Personal Characteristic Profile | 3 |
| 1.2 Professional Career Experience | 3 |
| 1.3 Professional Career Objectives | 3 |
| 2. PERSONAL INFORMATION | 4 |
| 2.1 Personal Details | 4 |
| 3. EDUCATIONAL QUALIFICATIONS | 5, 6 |
| 3.1 Secondary Education | 5 |
| 3.2 Formal Qualifications | 5, 6 |
| 3.3 Completed Courses & Certificates | 6 |
| 3.4 Achievements | 6 |
| 3.5 Computer Literacy | 6 |
| 4. EMPLOYMENT HISTORY | 7,9 |
| 4.1 Current Employment | 7,8 |
| 4.2 Part Time Employment | 9 |
| 5. REFERENCES | 9 |
| 6. GENERAL INFORMATION | 9 |
| 6.1 Aspirations | 9 |
| 6.2 Interests | 9 |
| 6.3 Personal Skills | 10 |
| 6.4 Declaration | 10 |

1. INTRODUCTION

1.1 Personal Characteristic Profile

I consider myself to be a hard working and dedicated individual who possesses excellent communication and interpersonal skills. I am able to work in varied and dynamic environments comprising of teams or as an individual exercising competent and consistent characteristics.

I am an extremely enthusiastic, self-motivated and self-disciplined individual who thoroughly enjoys taking on new challenges and achieving success with them. I furthermore strive to achieve excellent results and have the ability to handle pressure without any hesitation. I am essentially reliable by nature, and am extremely organised and professional in my conduct. I enjoy working towards set goals and deadlines and always manage to achieve what I have set out to do. My strong accuracy and attention to detail skills as well as my ability to learn at a fast pace ensures that I efficiently and effectively complete tasks when required.

1.2 Professional Career Experience

I am currently employed at Riviera on Vaal Hotel & Country Club as the Sales & Marketing Manager and I am based in Vereeniging.

My primary roles in this position are:

- Product Development,
- Research, Search Engine Optimization (SEO, link-building, link purchasing, site optimization)
- ,Google analytics,
- Search Marketing – SEM (pay-per-click), advertising,
- Database management,
- SOP procedures,
- Identifying and analyzing strengths and weaknesses, and respond to opportunities and threats in the marketing environment,
- Develop and implement appropriate strategies by selecting, segmenting and targeting markets, and promoting, products and services to those markets,
- Plan and carry out direct marketing according to the agreed budgets and time frames to corporate market,
- Contributing to and developing long-term marketing plans and strategies,
- Campaign budget management,
- Post campaign ROI report,
- Responsible to integrate CRM into overall marketing mix and to implement online campaigns,
- Liaison with numerous external agencies/suppliers and various internal divisions within the Group, Partner relationship management to ensure integration of marketing activities and co-branding strategies with each of the partners,
- Translate research results into appropriate marketing actions and communicate to destinations ,
- Monitor competitor environment as well as market activities/trends and translate into appropriate actions,
- Develop and execute company's strategy for building, managing, and measuring the effectiveness of the company's brand positioning,
- Drive all aspects of direct marketing activities including on-line and print,
- Development and Analysis in both digital and printed platforms and keeping up to date with newest technologies giving clients the leading edge and ensuring all clients are satisfied at all times.

I have extensive working experience within my role. I work with Google Analytics, Adwords, Social Media, Database Management, Trade exchange & Online Marketing. During this time, I have worked with other highly experienced, competent, dedicated and well trained individuals, from wide-ranging fields, that have enhanced my development, and that in turn has facilitated my professional knowledge and ability.

1.3 **Professional Career Objectives**

My role originates from commencing my career with my own business and marketing them and my IT qualifications. I am driven by interacting with various people on a daily basis and am further challenged by achieving positive and productive outcomes at all times. I would like to suitably and valuably apply myself in an advanced environment where I will have opportunities for excellent financial rewards, further growth, self development, training and job stability. My perseverance and determination as well as my willingness and ability to learn at a fast pace ensures that I contribute positively to an organisation and I further consider myself to be an asset to my future prospective employer.

2. PERSONAL INFORMATION

2.1 Personal Details

| Personal Details | |
|----------------------------|---|
| Name(s) | Neville |
| Surname | Campher |
| Identity No: | 7408135074084 |
| Residential Address | 84 Blackwood Street, Three Rivers, Vereeniging, 1929 |
| Postal Address | P. O. Box 263806, Three Rivers, Vereeniging, 1935 |
| Contact Numbers | (h) 016-423-1040 (w) 016-420 2000 (Cell) 082-852-8398 |
| E-mail Address | nevillecampher@gmail.com |
| Date of Birth | 13 August 1974 |
| Gender | Male |
| Nationality | South African |
| Current Location | Vereeniging (willing to travel to Johannesburg) |

| | |
|-------------------------------|--------------------|
| Valid Driver's License | Code 08 |
| Marital Status | Single |
| Dependants | None |
| Language Preference | Afrikaans, English |

3. EDUCATIONAL QUALIFICATIONS

3.1 Secondary Education

Secondary Education Information

| | |
|-----------------------------|---|
| Last School Attended | Three Rivers High School Three Rivers, Vereeniging |
| Highest Grade Passed | Grade 12 (Matric) |
| Year Matriculated | 1993 |
| Subjects Passed | <ul style="list-style-type: none"> ➤ Afrikaans 1st Language ➤ English 2nd Language ➤ Mathematics ➤ Business Economics ➤ Physical Science ➤ Accounting |

3.2 Formal Qualifications

Formal Qualifications

| | |
|---------------------------|---|
| Institution | Vereeniging Technical College, |
| Course of Study | Electrical Engineering N1, N2, N3 |
| Duration of Course | 2 years |
| Subjects Passed | <p>1994:</p> <ul style="list-style-type: none"> ➤ Electrical Trade Theory N1 ➤ Mathematics N1 ➤ Engineering Science N1 ➤ Electronic Trade Theory N1 <p>1994:</p> <ul style="list-style-type: none"> ➤ Electrical Trade Theory N2 ➤ Mathematics N2 ➤ Engineering Science N2 |

| | |
|--|---|
| | <p><u>1994:</u></p> <ul style="list-style-type: none"> ➤ Electrical Trade Theory N3 ➤ Mathematics N3 ➤ Engineering Science N3 |
|--|---|

| | |
|---------------------------|---|
| Institution | Academy of Learning, Vereeniging |
| Course of Study | Software Support Career Diploma |
| Duration of Course | 1 year |
| Subjects Passed | <p><u>1997:</u></p> <ul style="list-style-type: none"> ➤ Keyboard Training ➤ Introduction to Micro Computers (With Distinction) ➤ Understanding MS Dos (With Distinction) ➤ WordPerfect 6.0 Basic (With Distinction) ➤ Introduction to Windows ➤ WordPerfect Advance 6.0 Advanced (With Distinction) ➤ Introduction to DBASE III Plus ➤ Lotus 1-2-3 Level I (With Distinction) ➤ Windows 95 – Introduction ➤ Excel for Windows Level I ➤ Excel for Windows Level II ➤ PowerPoint Level I |

| | |
|---------------------------|---|
| Institution | Blue Magnet Digital Solutions |
| Course of Study | Professional Diploma in Digital Marketing Certification |
| Duration of Course | Currently (In Progress) |
| Subjects | <ul style="list-style-type: none"> ➤ Introduction to Digital Marketing ➤ Search Engine Optimisation ➤ Search Engine Optimisation ➤ Pay Per Click Advertising ➤ Email Marketing ➤ Social Media Marketing ➤ Digital Display Advertising ➤ Mobile Marketing ➤ Web Analytics |

- Strategy & Planning
- Implementing a Digital Plan

3.3 Completed Courses & Certificates

Completed Courses & Certificates

- Computer Assembly Course (October 1996)
- Web Page Design (September 2001)
- CIW Associate (February 2002)
- Citrix Metaframe XP Administration with Feature Release 2 (January 2003)
- Crowd Management Course (December 2003)
- Environmental Compliance Program – Tier 1 & 2 – Environmental Familiarization and Basic Training (November 2004)
- Padi Scuba Diving Course (July 2004)
- A + Certification Operating Systems Third edition (January 2005)
- Consumer Protection Act – CPD Points 5 (2011)
- E-Marketing & Social Media Course: Hospitality & Tourism (2011)
- Labour Relations Act (2012)
- Mice Focus Group (2013)

3.4 Achievements

Achievements

- Silver Award for Stand Excellence @ Indaba for Zorgvliet Portfolio (2009)
- Employee of the Month @ MV Communications (2010)

3.5 Computer Literacy

Computer Literacy

- Microsoft Office 97,2007 (Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook)
- Microsoft Windows 95, ME, XP & Windows 7
- Dreammail, Constant Contact, Graphic mail, I-Contact
- Google Analytics, Google Webmaster Tools, Google Adwords, Google Adsense
- Internet Explorer, Mozilla Firefox, Google Chrome
- DC Media
- Facebook, Twitter, LinkedIn, Wordpress, YouTube
- Lotus 123, Adobe Acrobat, Pastel, Dream weaver, Photo Shop (Limited), CorelDraw (Limited)
- Networking
- Protel (Tourism Programme)

4. EMPLOYMENT HISTORY

4.1 Current Employment

Current Employment Information

| | |
|---------------------------|---|
| Company | Riviera on Vaal Hotel & Country Club, Vereeniging |
| Position Held | Sales & Marketing Manager |
| Duration | Sept 2008 – Current |
| Job Functions | <ul style="list-style-type: none"> ➤ Product Development & Research ➤ Search Engine Optimization (SEO, link-building, link purchasing, site optimization) ➤ Google analytics & Webmaster Tools ➤ Search Marketing – SEM (pay-per-click), advertising ➤ Database management ➤ SOP procedures ➤ Identifying and analyzing strengths and weaknesses, and respond to opportunities and threats in the marketing environment ➤ Develop and implement appropriate strategies by selecting, segmenting and targeting markets, and promoting, products and services to those markets ➤ Plan and carry out direct marketing according to the agreed budgets and time frames to corporate market, ➤ Contributing to and developing long-term marketing plans and strategies ➤ Campaign budget management ➤ Post campaign ROI report, ➤ Liaison with numerous external agencies/suppliers and various internal divisions within the Group ➤ Partner relationship management to ensure integration of marketing activities and co-branding strategies with each of the partners ➤ Translate research results into appropriate marketing actions and communicate to destinations , Monitor competitor environment as well as market activities/trends and translate into appropriate actions ➤ Develop and execute company's strategy for building, managing, and measuring the effectiveness of the company's brand positioning ➤ Drive all aspects of direct marketing activities including on-line and print ➤ Development and Analysis in both digital and print platforms and keeping up to date with newest technologies giving clients the leading edge and ensuring all clients are satisfied at all times. Prior to this position |
| Reason for leaving | Looking for a new challenge in my career field |

| | |
|----------------|--------------------------------|
| Company | Qala Phansi Cottage Furniture, |
|----------------|--------------------------------|

| | |
|---------------------------|--|
| | Vereeniging |
| Position Held | Operations Director |
| Duration | Jan 2006 – March 2008 |
| Job Functions | <ul style="list-style-type: none"> ➤ Cottage Furniture & Steel nail manufacturers ➤ Administration, Invoicing, liaison with clients, sales, cash-ups, ➤ Material ordering, stock control ➤ Attending meetings with outside parties ➤ Accounts, Marketing ➤ Project Planning and implementation. ➤ Month end accounts to Accountant, Liaising with Bargaining Council. |
| Reason for leaving | Sold Company |

| | |
|---------------------------|--|
| Company | Hangerman SA, Johannesburg |
| Position Held | Technical Advisor and Production Manager |
| Duration | May 2008 Aug 2008 |
| Job Functions | <ul style="list-style-type: none"> ➤ Weekly & month-end production efficiencies and reports to Head office. ➤ Updating and control of Vision Unique clocking system and wages at end of each week. ➤ VIP payroll calculations of hours and salaries. ➤ Over 98 staff members under me. ➤ Planning of production & placement of packaging, Safety, cleaning equipment with suppliers. ➤ Computer support to other office personnel in office and installation of software and hardware. ➤ Maintenance on machines and equipment. |
| Reason for leaving | Looking to get into a position which is more relevant to my field of study as well as a new challenge |

| | |
|----------------------|---|
| Company | Maritime Telecommunications Network / Digital Seas Miami, Florida, USA |
| Position Held | Internet Manager |
| Duration | Oct 2003 – Jan 2006 |
| Job Functions | <ul style="list-style-type: none"> ➤ Satellite Internet networking |

| | |
|---------------------------|--|
| | <ul style="list-style-type: none"> ➤ Internet service ➤ Fiber optic cable troubleshooting & testing ➤ Maintenance on Wireless Internet accesses points Server, Router and hub maintenance ➤ Keeping workstations up and running for crew and passengers aboard. ➤ Re-deploy of workstations, Maintenance on laptops using wireless service, ➤ Daily reports & balancing ➤ End of cruise reports to Holland America Lines, Carnival Cruise Line, P & O Cruise Line & Maritime Telecommunications Network |
| Reason for leaving | Contract Work |

| | |
|---------------------------|---|
| Company | MR Cellular - Roodepoort |
| Position Held | Franchise Owner / Manager |
| Duration | Aug 1995 – Feb 1997 |
| Job Functions | <ul style="list-style-type: none"> ➤ Administration, invoicing, liaising with clients, sales, cash-ups, problem solving, contracts, stock-take, stock ordering, stock control, attending meetings with outside parties and reports, staff supervision, accounts, advertising |
| Reason for leaving | Sold Franchise |

4.2 Part Time Employment

| Part Time Employment | |
|---------------------------|------------------------------|
| Company | Eskom - Megawatt Park |
| Position Held | Software & Hardware Support |
| Duration | Aug 1995 – Feb 1997 |
| Reason for Leaving | Contract Position and growth |

5. REFERENCES

| Company | Person | Designation | Contact No |
|-------------------|-----------------------|---|--|
| MV Communications | Ms Renate de Villiers | Public Relations & Marketing Campaign Manager | (Cell) 082-336-1562 Email: renate@mvcommunications.co.za |
| Cloud 9 Golf | Mss Gina Read | Owner | (Cell) 082-805-6098 E-mail: gina@cloud9golf.co.za |

| | | | |
|----------------|------------------------------|--------------|--|
| Harvest Fresh | Ms Renate Janse van Rensburg | Adminstrator | (Cell) 082-513-5333 E-mail: renate@harvestfresh.co.za |
| RJ Accountants | Ralf Scott | | (016) 423 2193 |

6. GENERAL INFORMATION

6.1 Aspirations

Aspirations

- To find a suitable employment opportunity where I can make use of the skills that I acquired through my studies
- To be financially independent
- To further my studies on a part time basis

6.2 Interests

Interests

- Socializing
- Reading
- Cooking
- Swimming

6.3 Personal Skills

Personal Skills

- Hard working, committed and dedicated at all times.
- Enjoy taking on new challenges and being successful with them.
- Determined and loyal.
- Outstanding communication and interpersonal skills.
- Ability to effectively participate Administration functions.
- Ability to handle pressure without any reluctance.
- Ability to present myself to senior levels of management and most detailed levels of complexity.
- Ability to learn at a fast pace and work methodically at all times.
- Aptitude for problem solving.
- Particular ease and affinity with clients and colleagues alike.
- Self-motivated and self-disciplined.
- Outstanding organisational skills.
- Work according to high standards which are ethical and moral at all times.

6.4 Declaration

I declare that all information furnished in this document is in all accounts true and correct.

Neville Campher