**Courtney Mercia Arendse**

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**PROFILE**

Graduated with a Bachelors degree of Social Science in Politics and Governance, Media Studies, and Sociology, from the University of Cape Town. Further completed digital marketing certificates through the online learning platform couresa at the University of Illinois, as well as Allison. Particularly interested, youth development, media relations, and project management, coupled with experience in planning, collaborating, and research

**EDUCATION**

2020-2023: **Bachelor of Social Science** (Politics and Governance, Sociology and Media studies), UCT

2015-2019**: National Senior Certificate, Atlantis High School**

* Obtained 4th position in the school.

**WORK EXPERIENCE**

2024: **Peace officer for the Institute of Justice and reconciliation, in collaboration with the women’s election mechanism for peace**

* Observing the election process, reporting on any incidents that hinder the safety and security of voters at the voting station I am assigned to.

2023: **Western Cape Project Officer for Gun Free South Africa**

* Assists in arranging events, managing volunteers, and fostering strategic partnerships.

**ADDITIONAL COURSES**

2024: **Digital Marketing, digital marketing revolution** (online short course), Gies College of Business

2024: **Digital Marketing** (online short course), Allison

2023: **Religious studies, Religion and Media** (semester course), UCT

2023: **Social Development, Community Connections** (semester course), UCT

2022: **Community Engaged Research** (5-week online course) GC2, UCT

2022**: Citizenship & Social Justice: Activism, Service and Social Change** (8-week online course), UCT

2022: **Sexual and Gender-Based violence, activism, voice, and power** (8-week online course), UCT

**LEADERSHIP POSITIONS**

2022- 2023: **Humanities Faculty mentor** for 4, first year students

* Help first-years to navigate their transition from high-school to university.

2022: **Lean in society Executive President** (UCT)

* Assist the President by carrying out specific duties, assists with the overall efficacy of the society.

**VOLUNTARY WORK**

2023- Current: **Religious teacher** for Mamre Moravian Church.

* Teaches a group of individuals about the Christian religion, manages social media platforms

2022- Current: **Career advisor**

* Helping people apply for jobs, university and acting as a long-term advisor as they start their career journey

2021: **Volunteer CreateSA**

* Online mental health organisation, created posts on Instagram, to create awareness for mental health.

2017-2020: **Mamre Woman’s Development Forum**

* Organise trips for children and was the social media manager.

**SKILLS**

**Research - the ability to research, source and examine information thoroughly**

* Skill developed through numerous assessments related to education, intensely research-based, coupled with the development of specific projects for Gun Free South Africa.
* Ability to analyse data from various marketing channels and use insights to improve strategies.

 **Computer literacy/design tools**

* Proficient in the use of MS Office
* Canva
* Figma
* Adobe

**Planning, organising, and social marketing.**

* Organising and marketing events for Gun Free South Africa and the Mamre Moravian Church, through the creation of posters and infographics, creating logos through Canva
* Group presentations, work with the other members of the executive board, work with other mentors, work with other volunteers.
* Proficient in social media management, knowledge of PPC, SEO and influencer marketing

**Ability to work towards a brief and meet deadlines**

* Submit progress weekly and monthly reports for the mentorship programme, Gun Free South Africa and while being a peace officer

**Communication**

* Languages: English(fluent) and Afrikaans (fluent)
* Public speaking skills developed through presentations, delegating tasks , public speaking and teaching

**REFERENCES**

Cameron Ludick, Head of Department at Atlantis High School for Geography and, History and Social Sciences, E-mail: cameronhilton@gmail.com

Reverand Christopher Gordon, Mamre Moravian Church, E-mail: csgordon13@gmail.com

Monique Hansen, Programme Manager for Gun Free South Africa, E-mail:monique@gfsa.org.za