

# CURRICULUM VITAE

## Personal Information:

**Family name:** Cawood  
**First names:** Krystle Jeanine  
**Address:** 48 a Darlington Road  
Miramar  
Wellington  
New Zealand  
6022  
**Date of birth:** 2nd May 1986  
**Gender:** Female  
**Marital Status:** Single  
**Health:** Excellent  
**mobile number:** 021 022 66 785  
**Landline:** (04) 3828707  
**E-mail Address:** [krystlecawood@hotmail.com](mailto:krystlecawood@hotmail.com)  
**Home Language:** English (bilingual)  
**Other Languages:** Afrikaans and German



## Who am I:

I am an energetic and enthusiastic young woman who is always willing and eager to learn new things. I am adaptable and teachable. I am not only loyal and trustworthy; I am open minded and a people's person too. You can put me into any situation and I can make the best of it. I have had challenges in my life and difficult situations and I worked through them. I love to experience new things.

I have a huge interest for the health and fitness industry. I love to organise, manage and plan events. I love animals and the outdoors too.

## Developed Skills and Abilities:

- Leadership skills
- Sales Skills
- Computer skills
- Management skills
- People skills
- Public speaking
- Events management skills

## Education:

### Tertiary:

- University of Stellenbosch  
I graduated with a degree in Business management and Sciences

Major in Marketing Management and Logistics Management

**Activities after school:**

- On committees which organise functions within the residence
- Marketing committee member in Irene Ladies Residence (2005 to 2006)

**School:**

Matriculated from Rustenburg High School for Girls in 2004

**Subjects:**

1<sup>st</sup> Lang. English  
1<sup>st</sup> Lang. Afrikaans  
Maths- HG  
Home Economics-HG  
Geography-HG  
German-HG  
Computers (extra)  
Small Business Management and Entrepreneurship course

**Committees:**

- Afrikaans and Muggie magazine (2003-2004)
- Home Economics

**Extra Mural Activities:**

- Dragon Boat Racing (2002)
- Latin American dancing (2002)

**Participation:**

- Actress in House Plays (2003)
- Actress and dancer in Afrikaans Play (2003)
- Model in Cultural and Art's Fashion show (2004)

**Achievements:**

**Leadership:**

- 3 day Leadership course (2003)
- Captain of The Dragon Boat Racing team (2002)

**Olympiads:**

- Certificates in Taalbond and Afrikaans (2004)
- 2 Certificates in Home Economics (2004)
- Certificate in Small Business Management and Entrepreneurship (2004)

**Courses:**

Sales and marketing Course through AdsUp Promotion Company

**Work Experience:**

**2009**

**Exodus Health and Fitness Club**

I am currently a membership consultant and have been for the past 7 months. I have become a more confident person and have gained sales experience. I have learnt how to deal with difficult situations and people. Every month I have achieved my monthly targets and done consistently well at achieving sales. I have been the top sales person for the last few months. While working there I dealt with many big corporate companies and organised weekend promotions too.

**2008-2009:**

**Brighton Language Institute**

I was an English teacher in South Korea for one year. I taught children from the ages of 4 to 13 years old. I enjoyed it so much and learnt so much about the Korean culture.

I became a stronger more confident person. I learnt team work and patience. I learnt how to deal and cope with difficult and unfamiliar situations.

**2007**

**Ikineo**

Ikineo is a next-generation marketing & communications firm that designs and activates profitable relationships between brands and people

During my winter vacation I did an internship at this company for one month.

I practiced my presentation skills by putting together a couple of presentations. It was a great learning curve.-

**2006**

**DC Trading**

I worked part time at DC Trading. My duties at DC Trading were administration work, planning new company ideas with the director of the company and just anything I could help out with.

**Stone Dragon Organisation**

Stone Dragon is a non-profit organisation that takes kids on weekend educational camps.

I was an educational leader for kids from the ages of 13-16. I took care of them as well as teaching them about the aspects of life and education.

**2005-2007**

**Other**

- I did several advertisements and film shoots for South African and international companies
- I took part in a Woolworths Fashion show
- Model and fashion shoot co-coordinator for Akkerliefies
- Model Scout for Trigger Models

Doing modelling and working in the entertainment and media industry taught me self discipline and self confidence.

- Part time Hostess at The Famous Butchers Grill at the Tyger Waterfront
- Hostess at the Victoria & Alfred Hotel Oyo Restaurant
- Albrecht Machinery (2005)
- Wizard Financial Services (2005)
- Data Capturing at Pertec Pty Ltd (2003)

Working at Wizard Financial services and Pertec, I gained administration skills as well as financial reporting skills. I used all the Microsoft programmes.

## 2002-2007

### Promotional work

From 2002 to 2007 I promoted various products and helped in organising promotional events from food, juices, clothes, gym equipment to alcohol beverages for companies such as South African Breweries, Coca cola and other private marketing companies.

I have gained communication, marketing, people and sales skills. I also learnt about consumer behaviour and about different markets.

### References:

|   |                                 |
|---|---------------------------------|
| Exodus Health and Fitness Club-New Zealand    |                                 |
| Gary Cottle                                   | 00644 9789700                   |
| Brighton language institute-Tommy             | 063 243 0594                    |
| Esme (Director of Fitness Breakthru)          | +27732444786                    |
| Oyo Restaurant- Niall                         | +2721 4196697                   |
| Trigger Clothing - Tune Laubscher             | +2783 5817742                   |
| Stone Dragon Committee - Matthew Carr         | 021 02781192                    |
| DC Trading - Jeanette Sakko                   | +2783 7615816                   |
| Akkerliefies - Adriaan Pienaar                | +27849411800                    |
| Rainbow Marketing                             |                                 |
| Booker - Jadee                                | +2772 7756344                   |
| Peroni –Martin (Supervisor)                   | +2783 663 8450                  |
| Albrecht Machinery- Derick Rothwell           | +2721 5084800                   |
| Albrecht Machinery- Gary Clack                | +2721 5084800                   |
| Wizard Financial services- Jason Vavatzanidis | +2782 4093832                   |
| Pertec- Todd Gaine (Managing Director)        | +2721 5115055                   |
| Colt Talent- Tracey and Patrick               | +2721 4256985<br>+27827110858   |
| Adsup Promotions- Antoinette                  | +2721 930 8471<br>+2772 2257328 |



Junior English School

To Whom It May Concern:

Krystle Cawood has been employed by Brighton English Academy from March 2008 to February 2009. During this time, she has worked as ESL English teacher. As principal of the academy I have spent lots of time working with Krystle Cawood organizing various events at the school. At all times, I have found her to be honest, hard-working and trustworthy. She has shown great organizational skills in dealing with many different situations.



The ESL business is generally very hectic. Teachers are expected to deal with students and parents as well as liaising with other staff members and management. I have seen her prioritize her tasks in a way that she never loses focus of the most important aspect of her job, working with and educating the children. Krystle Cawood has shown compassion and a determination to get the best out of her students often going beyond what is required to make sure her students succeed.

The school has been privileged to work with her and both students and staff will miss her. I have no hesitation in recommending her for employment and wish her lots of success in the future.

Yours faithfully,

February 19, 2009

Manager  
Jin San Bae



브라이트 전주센터 www.jjbrighton.co.kr



Two Oceans House | Suite 102 | Surrey Place | Mouille Point 8001  
**Postal Address** P.O. Box | 50856 | Waterfront 8002  
Tel 021 430 7140 | Fax 021 430 7154 | [www.ikineo.com](http://www.ikineo.com)  
**vat registration nr** 4520189905 | **co reg** 2000/012612/07

## To whom it may concern

Krystle Cawood worked at iKineo as an intern for 4 weeks in July 2007.

Krystle had the foresight to try and gain some industry experience during her holidays as an intern. During this short time we were impressed with her ability to blend in with the team and her gain in confidence when sharing ideas during brainstorming sessions.

Krystle was also diligent in getting admin briefs done on time. She has a clear understanding of basic brand challenges and uses common sense in her approach to solutions. We also briefed her on developing a New Media presentation showcasing new exciting initiatives by brands around the globe.

I was very impressed with her ability to grasp the essence of the brief, the content, how it was showcased and her presentation skills.

Please feel free to contact me for any more information.

Regards,

Franco Raffa  
Business Unit Director  
+27 21 430 7140

2007

To whom it may concern,

Krystle looked after my daughter, Courtney aged 11, on a regular basis when she was younger. She is caring and really went out of her way to make my daughter feel comfortable and special. I can assure you that she is trustworthy and will take good care of any child/children. She has a warm and friendly personality and children in general take to her easily – she has a way of making them feel comfortable.

As a child-minder I hold Krystle in high regard and would recommend her to any parent. She has good moral standards and values which are important qualities to me when looking for someone in whose care I leave my daughter.

You are more than welcome to contact me on 0824959986 or via email – [dksakko@telkomsa.net](mailto:dksakko@telkomsa.net) if you may have any questions

Regards

Karen Sakko

2007

To whom it may concern:

Krystle Cawood has been a friend of ours for many years and has cared for our own children on numerous occasions (from babies to toddlers). She has an excellent relationship with children and is completely self-sufficient when it concerns babies. Her knowledge and experience has well-equipped her to serve in the capacity as an child minder.

**Amelda & Martin Marais**  
**Globel Networking Solutions**  
**(creating passive income)**

Tel: +27 21 930 7378  
Cel: +27 79 887 4220 (Amelda)



**STONE DRAGON EDUCATION**  
c/o Brooklyn Chest Hospital  
Stanberry Road  
Brooklyn  
7405  
**CONSTITUTED AS A VOLUNTARY ASSOCIATION**  
**AND NON-PROFIT ORGANISATION COMPRISING:**



WEST COAST FIELD STUDIES CENTRE  
C.E.O: Frank Wygold  
All Hrs Tel/Fax: (021) 511 2384  
Cell: 083 338 9319

CENTRE FOR PRACTICAL SURVIVAL  
ENTREPREUNRIAL SKILLS  
C.E.O: Frank Wygold  
All Hrs Tel/Fax: (021) 511 2384  
Cell: 083 338 9319

FIELD CAMPING  
C.E.O: Peter Le Roux  
Tel: (021) 557 8364  
Fax: (021) 556 9216  
Cell: 082 434 3364

30 April 2007

To whom it may concern:

LETTER OF RECOMMENDATION: KRYSTLE CAWOOD

I hereby acknowledge that Krystle Cawood, served as a group leader on events held by Stone Dragon Education.

Krystle worked with learners aged 13 to 16 from a variety of schools. Krystle's exuberance and enthusiasm has always made her a favourite with the learners. To add to this, her professionalism and behaviour have always stood her in good stead in dealing with difficult situations.

For any further inquiries please do not hesitate to contact me.

Matthew Carr  
HR portfolio holder  
082 377 4748

---

Founder members: Dr F. Wygold PhD. B.Sc.Elect.E. B.Sc.Mech.E., Mr. P. Le Roux M.Sc. (HDE), Dr S. Le Roux MBChB,  
Mr. D. Botsis B.Th (Hons) - USA, Miss S. Stoffberg M.Sc,  
Miss L. Allison Dip. Sports Man., Mr. J. Lyons B.Tech (Ocean), Mr. J. Eicher B.Sci.



May 16, 2007

**To whom it may concern:**

This is to confirm that Krystle Cawood worked for DC Trading as a temporary administration assistant during her holidays.

We found Krystle willing to learn in all aspects of our business and were able to use her own initiative when needed. Krystle's computer skills are above average, but is a quick learner when it comes to new tasks. Krystle had great innovative ideas when it came to a new business opportunity we were currently busy with.

We would not hesitate to employ Krystle, once she has completed her studies, if we have a position in the field she has studied for.

Please feel free to contact me if more information is needed.

A handwritten signature in black ink, appearing to read 'Jeannette Sakko'.

Jeannette Sakko

083 761 5816



[WWW.DCTRADING.CO.ZA](http://WWW.DCTRADING.CO.ZA)

99 VOORTREKKER RD PAROW • CAPE TOWN • 7500

PHONE: CAPE TOWN • 021 558 3692 • PORT ELIZABETH • 041 3682011

FAX: 086 690 1031

2006/118919/23 T/A DC TRADING

PO Box 62  
Brackenfell  
7561  
CAPE TOWN  
13 July 2006

To whom it may concern:

**LETTER OF RECOMMENDATION: KRISTLE CAWOOD**

Krystle Cawood was employed at Akkerliefies from January 2006 until June 2006. The reason for her departure being the company that was sold to new management, who chose not to fill her job description.

Krystle was employed in a mid-management position and was fully responsible for the management and coordination of various very important business aspects, where after she would only report to the General Manager.

Her job description included the handling and maintenance of all our public relations with various different groups, such as our models, photographers and make-up artists. Krystle organized and coordinated all our fashion shoots during the above mentioned period, where she liaised with not only the models, photographers and make-up artists, but also with sponsors and venues.

Krystle is an open-minded person with a very strong personality – during management meetings she could contribute fresh ideas and new angles to portfolios other than her own. She is extremely dependable, trustworthy and hardworking. During her period with Akkerliefies, she rejuvenated her portfolio and it became an important cog in the company's success.

I would definitely recommend employing Krystle in the future, because she is ambitious and she can adapt to a new job / environment easily. She is a lovely person and a joy to work with – I did not have to worry about micro-managing any of her tasks.

Feel free to contact me if you would like to verify this letter or you would like to enquire about Krystle.

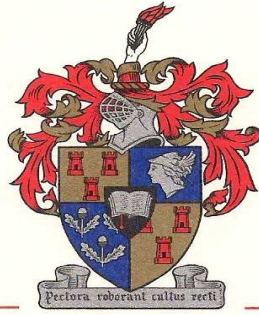
Kind Regards

**Adriaan Pienaar**  
**General Manager - Akkerliefies**  
Tel: 084 941 1800  
E-mail: [adriaan@akkerliefies.co.za](mailto:adriaan@akkerliefies.co.za)

**Akkerliefies** 

WEB: <http://www.akkerliefies.co.za> | E-mail: [info@akkerliefies.co.za](mailto:info@akkerliefies.co.za)  
Adriaan Pienaar | Cobus du Plessis | Krystle Cawood

0083201



UNIVERSITY OF STELLENBOSCH

*This is to certify that whereas*

KRYSTLE JEANINE CAWOOD

*had complied with all the conditions prescribed  
in the Act, Statute and Rules of the University,  
the three-year degree*

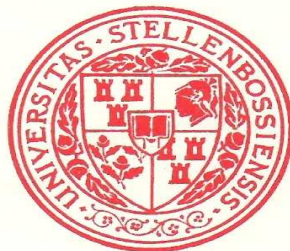
BACHELOR OF COMMERCE  
(BComm)  
(Management Sciences)

*with all the rights and privileges pertaining thereto was conferred on  
her at a congregation of the University in December 2007.*

*H. Russe Potman*

RECTOR AND VICE CHANCELLOR

*P. van der Merwe*  
DEAN



*J. J. J. J.*

REGISTRAR

7 December 2007

This certificate was issued in both Afrikaans and English.  
In the unlikely event of an inconsistency in the wording,  
the Afrikaans text shall have precedence.

