

SESETHU BAKAQANA

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PROFESSIONAL PROFILE

Motivated Marketing NCV Level 4 graduate with knowledge of marketing principles, market research, customer service and business communication. Strong computer literacy, communication, teamwork and problem-solving skills. Eager to learn, adapt quickly and contribute positively in an entry-level role while gaining practical workplace experience.

EDUCATION

Goldfields TVET College | 2023–2025

- NCV Level 4 – Marketing

Ethembeni Secondary School | 2019

- Grade 12 / National Senior Certificate

PRACTICAL EXPERIENCE & ACADEMIC PROJECTS

- Conducted market research to identify customer needs, preferences and market opportunities.
- Assisted with the development and presentation of marketing projects and business presentations.
- Applied marketing principles to practical assignments and team-based projects.
- Analysed customer information and feedback to support marketing decisions.
- Developed customer communication and engagement skills through practical marketing activities.
- Worked effectively with team members to complete projects within set requirements and deadlines.

KEY SKILLS

- Customer service and customer engagement
- Marketing principles and market research
- Computer literacy and Microsoft Office
- Business communication
- Written and verbal communication
- Problem-solving and attention to detail
- Time management and organisation
- Teamwork and collaboration
- Willingness to learn and adapt

LANGUAGES

- English
- isiXhosa

REFERENCES

Available upon request.