



# Keenan Ulric Daniels

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🏠 South Africa

🌐 /keenanudaniels

## ABOUT ME

- Specialized in Consulting, Business Development, Marketing, Graphic Design, Brand and Web Development, Youth Development and Education since 2013.
- Worked with highly sensitive and confidential information on district, provincial, national, and international platforms in non-profit, government, and private organizations.
- Pursuing a Masters of Business Administration (MBA) focused on change, strategic, consultancy, and project management which I hope to use to strengthen whichever organization I work with.

## EDUCATION

**MBA**  
**Suffolk University**  
 Master's Degree  
 Expected Date: May 2024

**DIGITAL AD CERTIFICATE**  
**Aleph Digital Ad Expert**  
 Professional Certificate  
 Completion Date: April 2023

**VIRTUAL ASSISTANT PROGRAMME**  
**ALX (African Leadership Academy)**  
 Certificate (with Honours)  
 Completion Date: September 2022

**IT PROJECT MANAGEMENT**  
**UNICAF University**  
 Certificate  
 Completion Date: January 2021

**GRAPHIC DESIGN**  
**Shaw Academy**  
 Diploma (NQF 5)  
 Completion Date: September 2017

**DIGITAL MARKETING**  
**Shaw Academy**  
 Diploma (NQF 5)  
 Completion Date: May 2016

**BLOGGING AND CONTENT MARKETING**  
**Shaw Academy**  
 Diploma (NQF 5)  
 Completion Date: May 2016

**PRIMARY ENGLISH LANGUAGE TEACHING**  
**British Council**  
 Certificate  
 Completion Date: December 2015

**TRAINING AND DEVELOPMENT MANAGEMENT**  
**University of Cape Town**  
 Certificate  
 Completion Date: September 2014

**BACHELOR OF EDUCATION (Bed)**  
**North-West University**  
 Bachelor's Degree  
 Completion Date: December 2013

**MODULE IN OUTCOMES-BASED ASSESSMENT**  
**North-West University**  
 Accredited Assessor  
 Completion Date: September 2013

**NATIONAL SENIOR CERTIFICATE**  
**Diamantveld Hoërskool**  
 Grade 12  
 Completion Date: December 2009

# Work Experience

## WORK EXPERIENCE

### STRATEGIC & BUSINESS CONSULTING

#### *Freelancing - Self-Employed*

February 2022 - Present

- Evaluating, conceptualizing, and implementing systems/SOPs to support business goals, among others asset tracking systems.
- Building Excel dashboards which generate reports that managers can use to track the success of business goals.
- Digital Marketing Strategies and Implementation.
- Project Management.

### EDUCATOR

#### *Kimberley Technical High School*

August 2020 - February 2022

- Teaching English Home and First Additional Languages (Grade 8 - 11).
- Designing of website, branding, presentations, yearbooks, and other marketing material.
- School Prosecutor on Disciplinary Committee.

### ACTING MARKETING & COMMUNICATIONS MANAGER - NATIONAL

#### *The President's Award*

March 2020 - June 2020

- Development of Marketing and Communications Policies.
- Oversaw Marketing and Communication activities of the Award Programme in South Africa.
- Oversaw Social Media Platforms of the National Award Operator.
- Implementing results-driven social campaigns which increased award following by more than 50% on Instagram.
- Redesigning of the Award's Website.
- Development of National Brand Guidelines, employee email signatures, social media and email marketing strategies and assets, and other marketing-related projects.
- Designed Facebook and Twitter Social Media Assets for the International Communications Working Group of The Duke of Edinburgh's International Award.

### PROGRAMME MANAGER - WESTERN CAPE

#### *The President's Award*

April 2018 - July 2020

- Managed a team of Project Coordinators responsible for the quality implementation of The Duke of Edinburgh's International Award in the Western Cape Award Centres, including private and public schools, child and youth facilities, children's homes and correctional centres.
- Implementing enrichment programme focused on skills development, physical recreation and sport, cultural activities, community service and adventurous journeys.
- Logistical management of portfolios and certificates between various award centres and the provincial office, ensuring timely assessment and moderation of portfolios.
- Conducting workshops and training sessions with teachers, social workers, various heads of centres and correctional officials across the Western Cape to ensure quality implementation of award activities.
- Collected, compiled and presented Award data that would inform future activities and possible marketing strategies.
- Management of operational budgets for provincially planned events and award activities.

### MANAGING DIRECTOR

#### *Lipdan Projects (Pty) Ltd*

January 2017 - December 2019

- Business Registrations, Branding, Social Media Management, Web Development, and Digital Marketing.
- Stakeholder Relations and Quality Management.

### EDUCATOR

#### *Curro Helderwyk High School*

January 2017 - July 2017

- Taught Geography (Gr 10 - 12), Mathematics (Gr 8), English Home Language (Gr 9), and Social Sciences (Gr 8 and 9).

## EDUCATOR

### ***Eldridge Primary School***

January 2014 - December 2016

- Taught English HL and Afrikaans FAL.
- Grade Head, School Assessment Team (SAT), and School-Based Support Team (SBST).
- Complete School Management and Leadership Development for School Management Teams through Gauteng Education (2016).

## PROFESSIONAL MEMBERSHIPS

### GOLDEN KEY INTERNATIONAL HONOURS SOCIETY

***North-West University, Potchefstroom | 2014***

Lifetime Membership: 119 363 18

### SOUTH AFRICAN COUNCIL OF EDUCATORS

***Registered: May 2014***

Registration number: 1222 1675

## CORE SKILLS

- Graphic Design
- WordPress Web Design
- Video Creation and Editing
- Content Creation
- Project Management
- Strategic Consultancy
- Digital Marketing and Advertising
- Data Analysis and Visualization
- Google Workspace
- Microsoft Office Suite
- Adobe Design Suite
- Canva and Other Platforms

## VOLUNTARY COMMUNITY INVOLVEMENT

### DEPUTY CHAIRPERSON

***National Association for English Teachers South Africa***

Frances Baard District (NC)

August 2021 - Present

### DEPUTY CHAIRPERSON

***Intermediate English Professional Learning Community***

Johannesburg South

April 2016 - December 2016

### CHAIRPERSON

***Intermediate Afrikaans Professional Learning Community***

Johannesburg South

May 2016 - December 2016

### TRAINER / FACILITATOR

***Gauteng Department of Education***

Johannesburg Central (D14)

January 2016 - December 2016

## DECLARATION

I, Keenan Ulric Daniels, declare that the information provided in this Curriculum Vitae is complete and correct to the best of my knowledge. I understand that any false information supplied, could lead to my application being disqualified or my discharge if I am appointed.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_