

# RESUME

*Daniël-James van den Berg*



## CREATIVE SPECIALIST

GRAPHICS | VIDEO | WEB | MARKETING | MANAGEMENT

Originally from South Africa I immigrated to the States with a design internship in 2013. Never looking back, I am happily married for 2 years living in Greeley Colorado. Multimedia business management has been ingrained into my soul and life for the last 11 years. I am ready to pursue new horizons within a team environment, leading/serving people and implementing systems for growth long term.



www.DanielJamesMedia.com

# EDUCATION

HIGH SCHOOL BERGVLAM SOUTH AFRICA

2007-2011



## LEADERSHIP

2010:  
Representative  
Council of Learners  
Executive Committee

2011:  
Student Prefect

2011:  
Member of the  
Marketing Committee

2011:  
Honors award for  
Leadership

## ACADEMIC

2011:  
Certificate for  
Academic Achievement

2011:  
Honors Award in  
Visual Art

2011:  
Mpumalanga Art  
Competition: Revive,  
Refresh and Renew,  
Gold Certificate

2011  
Highest Achievement  
in Visual Arts  
Ehlanzeni  
(Mpumalanga) region

## EXTRAMURAL

2011:  
Honors Award for  
leadership  
Inter-High school  
athletics and  
cheerleading

2010-2011:  
Boys Hockey: Honors  
Award senior  
1<sup>st</sup> Team for 2 years

2006-2011:  
5years Hockey  
participation

# PERFORMING ARTS

DANCING ACTING MODELING

## DANCE

2007-2010:  
Eisteddfod: Gold Plus winner for dance

2007-2011:  
Hip Hop group B.U.C.K Dance Crew

2010:  
Manna Hip Hop Dance Competition: 1<sup>st</sup> place  
Mpumalanga's Best Dance Crew 2<sup>nd</sup> place 2009

## MODELING

2010-2011:  
Honorary Award: Mr  
Bergvlam (Prom King)

## THEATER

2008-2010:  
High School Musicals

## WORK EXPERIENCE

SOUTH AFRICA AND USA

2009-2020

### G-SK8T

2009-2013

#### Marketing, Sales and Multimedia Design

Part time work  
idea development and  
marketing.  
Admin to the Social  
networking  
platforms/groups.  
Multimedia designer  
for the company.

### SPUR

2011-2013

#### Waitron/Salesman

Temporary/part time  
waiter - product and  
service sales.

### CK EMBROIDERIES

2012

#### Printing Designer

Running production  
for T-shirt printing  
digitizing Business  
logos and brand  
vector design  
customization.

## THE GLOBAL EQUIPING CENTRE

2013-2017

#### Senior Multimedia Designer

In charge of all inhouse design, production from branding to video  
to social media and marketing campaigns. Completed a 36 month  
video filming and editing project. Published/produced the  
Executive Coaching Program binders for Business  
Executives 1, 2, and 3 year.

## DANIEL JAMES MEDIA

2017-2020

#### Creative Director and Owner

In charge of all business operations and systems, managing 6-12  
coworking freelancers virtually and onsite with client projects from  
design, websites, videos and digital marketing strategy implementation  
(Data competitor analysis and roi reporting included).

Acquired over 50 clients for the company in 3 years with direct sales  
engagements. Position also included training freelancers and creating  
training videos.

# SKILLS

## PRACTICAL AND CREATIVE

SKILLS ACQUIRED:

CONFIDENCE LEVELS:

**Conceptual Artistic Passion**  
**(Over 15 Years)**

*Able to plan and design  
a project from scratch*



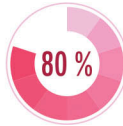
**MS Office/Excel/Ppt and Prezi**  
**(Over 5 Years)**

*Create documents, detailed  
sheets and 3D Ppts*



**Adobe PS,AE,PR,AI,inD**  
**(Over 7 Years)**

*Edit videos, images and  
create Special Effects*



**Marketing and Data Research**  
**(Over 6 Years)**

*Planning, setting up and  
optimizing campaigns*



**Project and Team Management**  
**(Over 5 Years)**

*Effiecient at CRM integration  
team building and inspiring a  
group of employees to produce  
results on time.*



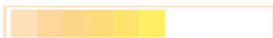
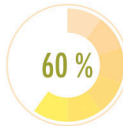
**Freestyle Different Dance Genres**  
**(Over 12 Years)**

*Create a routine and  
dance mix for events*



**Acting Modeling Talent**  
**(6 month Course)**

*Improv drawing emotions  
casting and directing*



## REFERENCES

SOUTH AFRICA AND USA

### HIGH SCHOOL BERGVLAM

#### INFORMATION

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**Email:** [ontvangs@bergvlam.co.za](mailto:ontvangs@bergvlam.co.za)

**Office:** +27 13 741 1025/6

**Website:** <http://www.bergvlam.co.za/>

**Address:** West Acres, Nelspruit 1211, Geelhoutlaan, West Acres,  
Nelspruit

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### ART TEACHERS

#### MISS. CHRISTIE STRIECHER

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**Email:** [raider\\_christie@yahoo.co.uk](mailto:raider_christie@yahoo.co.uk)

**Phone:** +27 83 553 3616

**Website:** <https://www.facebook.com/raider.christie>

#### MRS. LOURA VIVIERS

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**Email:** [s7311172@tuks.co.za](mailto:s7311172@tuks.co.za)

**Phone:** +27 83 650 3393

**Website:** <https://www.facebook.com/loura.elmes>

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### CK EMBROIDERIES

#### MR. JJ SEVENSTER - LEAD DESIGNER

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**Email:** [challa@global.co.za](mailto:challa@global.co.za)

**Phone:** +27 82 820 2582

**Website:** <https://www.ckembroideries.co.za/>



## REFERENCES

SOUTH AFRICA AND USA

### MOUNTAIN SPRING SPUR – SOUTH AFRICA

#### INFORMATION

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**Email:** anderson.johannes@gmail.com

**Owner:** (+27 71 603 2250)      **Reception:** (+27 13 742 2184)

**Website:** <https://www.spur.co.za/restaurant/family/ilanga-mall/mountain-spring-spur/>

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### G-SK8T – SOUTH AFRICA

MR. GARETH GREEN – FOUNDER

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**Email:** info@gsk8t.com

**Phone:** +27 83 739 3293

**Website:** <http://www.gsk8t.com/>

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### THE GLOBAL EQUIPING CENTRE – FORT COLLINS USA

MRS. KATIE WILKINSON – MARKETING COORDINATOR

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**Email:** katieannwilkinson@yahoo.com

**Phone:** +1 970 302 4429

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### WEB CLIENT – FUEL CAFE – WYOMING USA

CHEF KENT L COTTLE – OWNER

**Email:** zeventslkent@gmail.com

**Phone:** +1 720 620 7801

**Website:** <http://www.gofuelcafe.com/>

CERTIFICATE

HIGHSCHOOL

South African to USA International Grading Conversion Applied



REPUBLIC OF SOUTH AFRICA

# National Senior Certificate

Awarded to

**Daniel James van Den Berg**

Identity number 9309065445088

Subject	%	Achievement level	
English Home Language	74	6	A-
Afrikaans First Additional Language	75	6	A
Mathematical Literacy	81	7	A
Life Orientation	78	6	A
Computer Applications Technology	72	6	B
Engineering Graphics and Design	74	6	B
Visual Arts	87	7	A

\*\*\*\*\*

This candidate is awarded the National Senior Certificate and has met the minimum requirements for admission to bachelor's degree, diploma or higher certificate study as gazetted for admission to higher education, subject to the admission requirements of the higher education institution concerned.

With effect from December 2011

M. S. LAKHMETSHI

Chief Executive Officer

This certificate is issued without alterations or erasure of any kind

120 2328 0934 B





U MALUSI



Council for Quality Assurance in  
General and Further Education and Training  
South Africa

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(See reverse for more information)

# LETTER OF RECOMENDATION

HIGHSCHOOL



# Hoërskool Bergvlam

(013) 741 1025/6  
(013) 741 2622/3

(013) 741 1889  
14106 West End

[www.bergvlam.co.za](http://www.bergvlam.co.za)  
[ontvangs@bergvlam.co.za](mailto:ontvangs@bergvlam.co.za)

To Whom It May Concern

**DANIEL JAMES VAN DEN BERG**

**93 - 09 - 06**

**ID: 930906 5445 088**

Daniel has been a learner at this school from January 2007. He is at present in Grade 12,

#### Personality:

- Daniel displays a mature sense of responsibility which is reflected in his leadership qualities and his constant application to keep his marks as high as possible.
- He easily assumes responsibility and can be trusted to complete tasks without supervision.
- He has a kind nature, is industrious and conscientious, as well as being honest and trustworthy.
- His quiet, unassuming personality has made him popular amongst his peers and ensured that he is well liked by the teaching staff.
- He is honest and dependable, and a pleasure to work with.
- If given a task, Daniel will ensure that it reaches a successful conclusion.
- He is a very creative person who loves design and influential new design trends.
- He has strong Christian principles which are reflected in his strong social commitment, both as Mr Bergvlam and as a member of B.U.C.K.

#### Academic:

- Certificate for Academic Achievement: 2011
- Colours: Visual Art – 2011
- Mpumalanga Art Competition: Revive, Refresh and Renew- 2011 : Gold Certificate winner

#### Leadership:

- Honorary Colours: Leadership - 2011
- Student Executive Member: 2011
- Member of the Marketing Committee: 2011
- Representative Council of Learners: 2010
- Troepie Camp group leader: 2011

# LETTER OF RECOMENDATION

## HIGHSCHOOL

### School Attendance:

- Very good

### Sport:

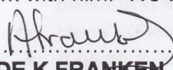
- Colours: Leadership – Inter High Cheerleader – 2011
- Boys Hockey: Colours – 2011  
: 1<sup>st</sup> team for 2 years

### Cultural Activities:

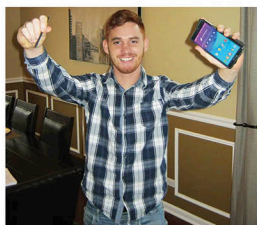
- Honorary Colours: Mr Bergvlam: 2010/2011
- Revue: 2008 and 2010
- Eisteddfod: Gold Plus winner – 2007 - 2010
- Hip hop group – B.U.C.K. 2007 to 2009
- Mpumalanga's Best Dance Crew competition: 2<sup>nd</sup> place in 2010
- Manna Hip Hop Dance Competition: winners in 2009

### Summary:

Daniel has been an asset to the school. I am sure that he will be able to live up to the high standards that he has set for himself. It has been a pleasure to work with him. We wish him well in the career path he has chosen for himself.

  
A DE K FRANKEN  
PRINCIPAL

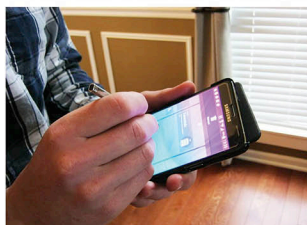
17/11/2011  
DATE



Finished a 12 Month



Video Project



Pre-Post and Production

# INCENTIVE

# GRAPHIC DESIGN

SOUTH AFRICA AND USA



# VIDEO PRODUCTION

DIRECTING EDITING PRODUCING



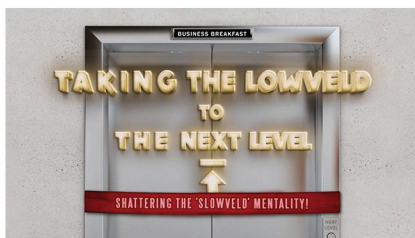
<https://youtu.be/-2Sp1xC21z4>



<https://www.youtube.com/watch?v=v4WMapeVpQE>



[https://youtu.be/SWE\\_tttm6Lg](https://youtu.be/SWE_tttm6Lg)



<https://www.youtube.com/watch?v=S6cxz0gQInY>

# WEBSITE DESIGN

## FRONT END CMS, SEO & LANDING PAGES

### [FUEL CAFE - Wyoming Cafe Website]



A unique site with eCommerce and online ordering functionality. They called 2 days after the pandemic started to create a site that was Covid ready and friendly.

Website:

<https://www.gofuelcafe.com/>

### [ONEWAY PM - Greeley Property Management]

Oneway Property Management had a challenge to redesign their site and include functionality with client and partner portals. Clean simple and nothing like their competitors.

Website:

<https://www.onewaypm.com/>



### [NORCO ROOFING - Greeley Local Roofing]



Right in the middle of hail storms Norco Roofing needed a quick site with about 5 pages to help convert clients. We added marketing campaigns and so far its been a huge success.

Website:

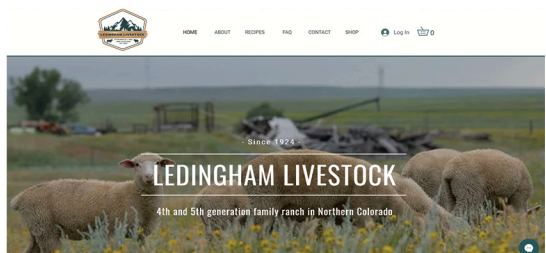
<https://www.norcoroofing.com/>

### [LEDINGHAM LIVESTOCK - Carr Colorado Lamb]

The owners of Ledingham are genuine and so we built that into the site by adding a personable recipe blog. We also added SEO that resonates.

Website:

<https://www.norcoroofing.com/>



MARKETING

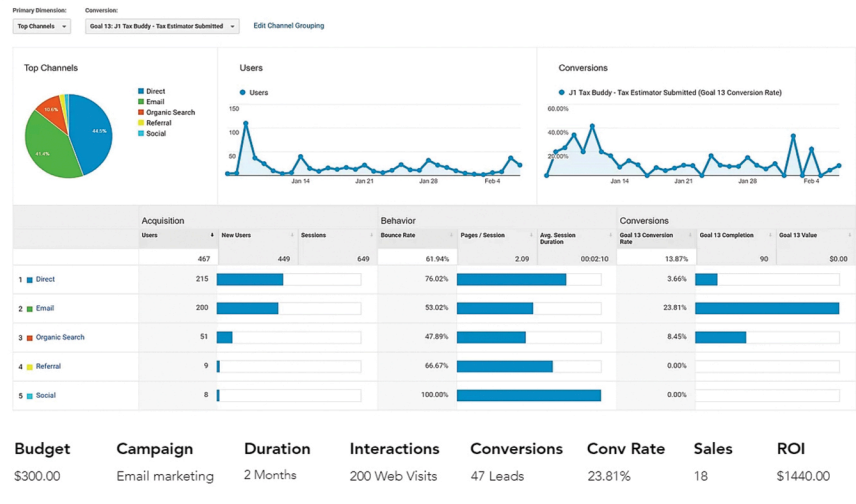
DATA ROI BASED CONVERSIONS

[Using Market Data to Advertise Effectively]



J1 Tax Buddy  
Email Marketing Campaign Setup and Designs

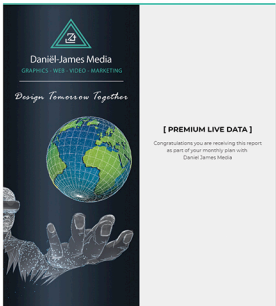
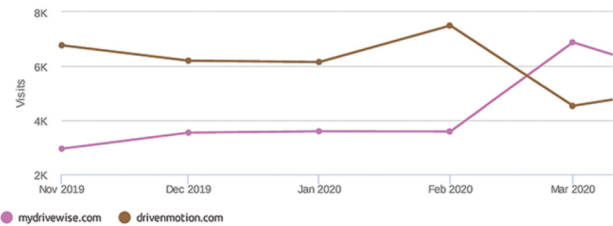
Marketing Conversion ROI Reports



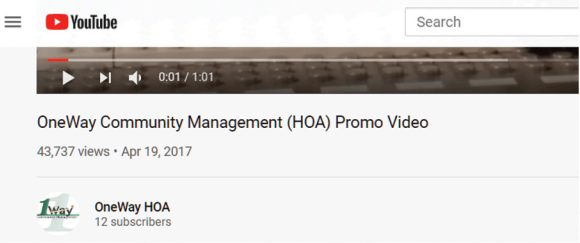
[Using Competitor Spy Reports for Drivewise to Beat their Competition in March]

Traffic Analytics: Competitors Comparison Chart (Visits)

All Devices | All Regions | Last 6 months



[Running Youtube Video ads to Aquire 40 000 Views and Rank the 1st Page]



www.youtube.com/watch  
OneWay Community Management (HOA) Promo Vide  
Visit our website at: https://www.onewayhoa.com/ Or C  
970-515-5004 OneWay Community ...  
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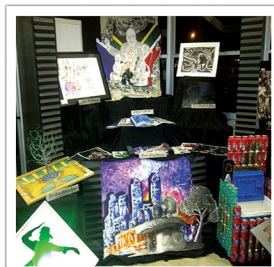
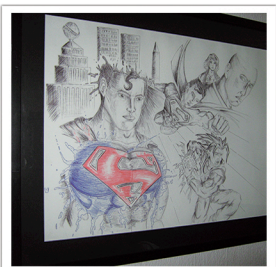
## DANCING

### BUCK DANCE CREW AND CHEERLEADING



## ARTWORK EXAMPLES

### SUPERMAN PEN - RED LIPS PENCIL - ALL ARTWORKS



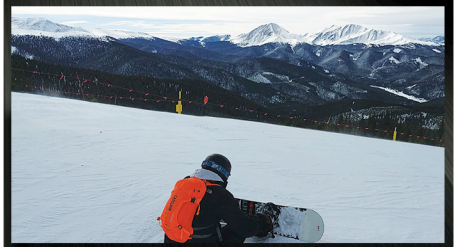
## GOLF

CLEARING THE MIND



## SNOW BOARDING

SHREDDING POWDER



## CONTACT

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[www.DanielJamesMedia.com](http://www.DanielJamesMedia.com)

