

THIS IS THE
RESUME
OF COURTNEY WEAKLEY

SHE IS A:

- X DESIGNER
- X WRITER
- X ARTIST
- X THINKER

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My name is Courtney Weakley,
and my talent is not my own.

My talent has been given to me for a
purpose: to use my influence to speak
something valuable into the world.
My work has no room for the heavy
weight of my own ego, and my
manifesto of "less noise, more truth"
drives my creative decisions.

I'm an observer and a counterculturalist
with a desire to be part of something
bigger than myself. I am passionate about
communication in the truest sense of
the word, and believe in empathetic
creativity and community-minded design.

Armed with words that cut life open
and a stubborn purity of vision, join
me on the steady search for the
real fire among pictures of flames.

EXPERIENCE

BARTENDER

(November 2014 - November 2015)
New York Restaurant & Bar

DESIGNER & BRAND CONSULTANT

(May - November 2015)
New York Restaurant & Bar

Designed promotional material for various events, and offered branding and marketing consultation to managers of the establishment

BRAND CHALLENGE

(September 2015)
Wildaid

Acted as creative director for my team to conceptualise an anti-rhino poaching campaign for international conservation fund Wildaid. Our concepts were used and launched in 2016.

BRAND CHALLENGE

(August 2016)
Castrol

Acted as team leader & creative director for my team to conceptualise brand engagement campaign for Castrol.

INTERNSHIP

(November - December 2016)
The Hardy Boys (advertising agency)

SKILLS & PROGRAMMES

layout, typography, corporate identities, branding and marketing, writing, photography

Adobe Illustrator



Adobe Photoshop



Adobe InDesign



Powerpoint / Keynote



EDUCATION

BACHELOR'S PASS (2009 - 2013)

- Durban Girls' High School
Matriculated with an 87% aggregate, and as the top performer in KZN for visual arts, with a final result of 100%

BA CREATIVE BRAND COMMUNICATION (2014 - 2016)

- Vega School of Brand Leadership
Bachelor of Arts in Creative Brand Communication, specialising in Visual Communication and studying Brand Strategy, Critical Studies, Digital Media & Creative Development

ACHIEVEMENTS

Bronze Loerie in Publication Design 2016

Vega Shooting Star of Excellence

Critical Studies 1B

Digital Media 1B

Critical Studies 2A

Brand Strategy 2A

Creative Development 2B

Exhibited at the Adams & Adams Student Portfolio Day Loeries 2016

Brand Challenge Award of Excellence 2016

REFERENCES

JANE MOLONY - Executive Director

Paper Manufacturers Association of South Africa
083 228 4785 // jane.molony@pamsa.co.za

ROB MILLS - Visual Communication Lecturer

Vega School of Branding
074 107 6851 // robmillsdesigns@gmail.com

ADAM WAITES - Junior Strategist

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