

JODI-LYNN SWARTZ

Cape Town, SA | jodilynn.swartz@gmail.com | <http://www.linkedin.com/in/jodilynnswartz>

ABOUT ME

I am an ambitious young businesswoman with a passion for growth, innovation, and meaningful impact. I thrive in diverse, high-energy environments and take pride in going beyond expectations, delivering exceptional results while continuously advancing my professional development and contributing to organizational success.

Digital Portfolio and Website URL: jsdigitalspace.com

Driver's license: Obtained (Code B)

Passport: Obtained

EXPERIENCE

Receptionist (Temporary)

Heathfield Primary School | Cape Town, SA

January 2025 – February 2025

- Delivered exceptional front-desk customer service, greeting and assisting an average of 20 parents and visitors daily while maintaining a positive and professional atmosphere.
- Managed multi-line phone systems, directing inquiries efficiently and ensuring clear, courteous communication.
- Coordinated appointments, meetings, and schedules, supporting executives and staff with accurate calendar management.
- Maintained organized records and documentation, improving administrative accuracy and workflow efficiency.
- Handled confidential information with discretion and professionalism in all client and staff interactions.
- Supported office operations, including mail distribution, supply management, and internal communications.
- Demonstrated strong multitasking abilities, balancing visitor management, calls, and administrative duties under time-sensitive conditions.
- Utilized Microsoft Office Suite and scheduling software to streamline communication and scheduling processes.
- Applied conflict resolution and problem-solving skills to address guest concerns quickly and maintain satisfaction.
- Fostered a welcoming and inclusive environment, representing the company brand with professionalism and empathy.
- Adapted to new technologies and procedures, contributing to smoother front-office transitions and process improvements.

Skills: Office Administration, Database and Record Management, Accounting and Invoicing, Discretion and Confidentiality, Dependability, Team Collaboration, Crisis Handling, Initiative, Multitasking, Attention to Detail, Scheduling and Coordination, Prioritization, Active Listening, Conflict Resolution, Customer Service.

Event Staff Member (Firgrove Challenge) – Multiple Occasions

Olympic Spartan Harriers Club | Cape Town, SA

1 February 2025, 3 February 2024

- Assisted with the setup, coordination, and breakdown of a large-scale road running event serving over 4 400 participants.
- Provided exceptional customer service to runners and spectators, ensuring a positive event experience.
- Supported registration, timing, and hydration stations, maintaining efficiency and organization throughout the event.
- Collaborated with cross-functional teams including medical, logistics, and volunteer staff to ensure smooth event operations.
- Resolved participant inquiries and on-site challenges quickly and professionally under fast-paced conditions.
- Ensured safety and compliance by monitoring crowd flow and assisting with emergency or procedural communication.
- Demonstrated adaptability and teamwork, taking on multiple roles as event needs evolved.

Skills: Event Operations and Safety Awareness, Initiative, Problem - Solving and Adaptability, Communication and Customer Service, Teamwork and Collaboration, Organization, Time Management.

Event Staff Member – Multiple Occasions

Virtually Everything For You | Cape Town, SA

20 January 2025, 12 August 2024, 18 April 2024

- Delivered professional table service and guest support during corporate events, ensuring a polished and enjoyable experience for all attendees.
- Collaborated with event coordinators and catering teams to execute service operations smoothly and on schedule.
- Maintained attention to detail in table setup, presentation, and timing to uphold event quality standards.
- Provided exceptional customer service, addressing guest needs promptly and courteously.
- Demonstrated strong teamwork and communication skills in a fast-paced, high-pressure environment.
- Represented the organization with professionalism and discretion when interacting with corporate clients and VIPs.
- Adapted quickly to changing event requirements and resolved on-the-spot challenges with composure and initiative.

Skills: Communication and Interpersonal Skills, Customer Service, Organization, Attention to Detail, Teamwork and Collaboration, Professionalism and Brand Representation, Time Management, Problem-Solving, Adaptability.

EDUCATION

Advanced Digital Marketing (Online)

Digital School of Marketing | Sandton, SA

June 2025

- This +/- one year, self-paced, independent learning course, consisting of 26 modules, teaches students like myself - through both theory-based content and practical exercises - the many components of digital marketing, including SEO, PPC, cookies and tracking, various types of marketing (such as social media, email, mobile, and online public relations), product positioning, content strategy, branding, copywriting, and more.
- In addition, this course is accredited by the MICT (SETA), CPD services body of the United Kingdom, and the IAB.

Bachelor of Commerce in Strategic Management

IIE Varsity College | Cape Town, SA

January 2022 - December 2024

- This three-year degree delivered a strong foundation in corporate operations, with comprehensive insight into the functions, roles, and responsibilities of key business departments including Marketing and Public Relations.

Introduction to Copywriting Fundamentals

Vega School | Cape Town, SA

August 2022 – October 2024

- This 8-week course offered a comprehensive introduction to persuasive writing, tone modulation, brand voice development, and campaign-specific content writing, complemented by practical application.

Managing Business Today 2 Business Simulation

Business Today South Africa & IIE Varsity College | Cape Town, SA

10 – 12 September 2024

- This final-year business simulation challenged participants, including myself, to manage a full-scale fictional business by integrating marketing, strategy, operations, and finance in a "Monopoly" - style setup that mirrored real-world decision - making.

Norman Henshilwood High School

Cape Town, SA

2017 – 2021

ONLINE WEBINARS ATTENDED

AI Leadership in Action: The CAIO Role

Host: Uniathena

24 October 2025

Skills: Regulatory and Compliance Awareness, AI Governance, Cross-functional Leadership, Change Management, Executive Communication, AI Ethics and Bias Management, Risk Management.

Building Brands for Gen Z's Transparent Era

Host: Uniathena

3 September 2025

Skills: Marketing Strategy, Branding and Identity, Strategic Planning, Brand Development, Brand Management, Business Strategy.

Closing the Knowing-Doing Gap: Resilience, Culture and Leadership Performance

Host: Ignite Purpose

25 June 2025

Skills: Learning Agility, Team Alignment, Stress Management, Accountability, Change and Adaptive Leadership, Performance Coaching, Decision-making Under Stress.

Business AI Mastery

Host: DNA Supersystems

24 June 2025

Skills: AI Governance, Human-AI Collaboration, Process Automation, Prompt Engineering and Ideation, AI Strategy Formulation, Business Model Innovation, Predictive and Generative AI Awareness.

Mastering Business Communication: Win Clients and Influence Teams

Host: Uniathena

22 March 2025

Skills: Cross-functional Team Collaborations, Strategic Communications, Customer Retention, Corporate Communication, Customer Service.

Mastering Digital Marketing in An AI World

Host: Xaltius Academy

2 March 2025

Skills: AI Governance, Human-AI Collaboration, Process Automation, Prompt Engineering and Ideation, AI Strategy Formulation, Business Model Innovation, Predictive and Generative AI Awareness.

REFERENCES

Kirby Poole

Heathfield Primary School | kirbypoole45@gmail.com | (+27) 71 883 8291

Renee Lawrence

Olympic Spartan Harriers Athletic Club | liaison@spartanharriers.co.za , luckygirl6818@gmail.com | (+27) 84 843 1411

Leo Rainers

Virtually Everything For You | Virtuallyeverythingforyou@gmail.com | (+27) 84 529 5751