FRANCOIS SCHOEMAN

SOFTWARE DEVELOPER

CONTACT

- 📱 064 654 7071
- ✉️ francois.schoeman15@gmail.com
- in linkedin.com/in/francois-schoeman
- github.com/FrancoisSchoeman
- 🌐 fsdev.co.za

PERSONAL PROFILE

I'm a developer that loves solving problems, and I'm all about finding simple solutions to complex issues. I believe in following proper standards to ensure systems work well and are easy to maintain.

In my journey of lifelong learning, I constantly improve my skills and knowledge to grow as an individual.

SKILLS

- React
- Next.js
- Django
- Linux / Self-hosting
- Git/GitHub
- Agile (Trello, Jira)
- Automation
- Python
- TypeScript / JavaScript
- Full-stack Development
- REST APIs
- SOAP APIs
- HTML, CSS

ACCOMPLISHMENTS

- Top Student (CompTIA IT Fundamentals)
- Top Student (Matric, 2017)
- Scholar Prefect
- Hostel Leader

HOBBIES & INTERESTS

- Home labs / Self-hosting
- Programming in general
- Automating the boring stuff
- PC Hardware
- Sim Racing
- Motoring

PERSONAL DETAILS

Date of Birth: 9 April 1999
Gender: Male
Health: Excellent
Status: Married
Language: Afrikaans and English

WORK EXPERIENCE

Developer & Data Specialist | Prebo Digital | Jan 2024 - Present

Completed Projects:

- *Straider.ai*: a scalable AI-powered SEO automation platform that generates and publishes content aligned with Google's E-E-A-T model to improve search visibility and trust. Built with Next.js and MySQL.
- AI Product Data Feed Optimizer: Optimizes product content using the OpenAI API and syncs it to Google Merchant Center. Built with Python and Django.
- Google Merchant Center Data Validation: Sends automated Slack alerts for invalid data. Built with Python.
- Shopify SEO Fixer: Automatically detects and resolves SEO issues for products and collections. Built with Python and Shopify APIs.
- Infrastructure Management: Hosted internal tools on a VPS (Xneelo Cloud) and migrated company websites to a dedicated server (Xneelo Managed Server), reducing costs and increasing performance.
- Automation Scripts and Slack Bots: Developed with Python and JavaScript to save time and notify about platform errors.

Key Responsibilities:

- Developing SaaS products, internal tools and automation scripts (Next.js / React, Python, Django, Docker, MySQL).
- Managing company servers and IT infrastructure (Xneelo Cloud, Xneelo Managed Servers, Google Admin).
- Developing and maintaining custom websites and CMS solutions.
- Creating data analytics and marketing API integrations (Marketplaces, Google, Facebook).
- Analyzing user behavior to improve website UX.
- Supporting team with technical data and API integration issues.
- Implementing CRO changes for A/B testing campaigns (VWO) using JavaScript.

Notable Achievements:

- Promoted three times within two years based on performance, expanded responsibilities, and technical impact.
- Google Analytics Certification.

Web Developer | GRKK Web Presence | Mar 2021 - Dec 2023

Skills:
Python Automation, WordPress, Django, Next.js (React), Static Websites, SEO, Agile (Trello), cPanel, Xneelo Managed Servers, Digital Ocean Droplets, Reseller Hosting, Domain Hosting, Email Hosting, DNS Records, Development on Linux, Basic PHP, MySQL, Design, Marketing Strategies, Digital Ad Boards, Email & IT Support.

Completed Projects:

- Created a web-based batch image resizer with Django.
- Designed Python web scrapers to automate product data extraction.
- Implemented open-source Ad Board software with Digital Ocean and Docker, reducing costs by 90%.

...

REFERENCES

- **Desmond Brown, Manager @ Prebo | +27 72 266 1879**
- **Louis Kotze, Colleague | +27 82 056 7675**

ACADEMIC BACKGROUND

Bachelor of Science in Computing | Jan 2022 - Present

UNISA - studying part-time

Matric | Dec 2017

HTS Eden (was PW Botha College)

Subjects:
Maths, Phys Sci, Mech Tech, Eng & Graph Design, Afrikaans HL, English FAL, Life Orientation

Extra Education

- CISCO Networking Academy: Introduction to Internet of Things
- Boston City Campus: CompTIA IT Fundamentals Diploma
- Udemy: Full Stack Web Development, 100 Days Of Python, Python Django, + more