

Malehu Johanna Segoapa *Digital Associate*

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Professional Summary

Motivated and detail-oriented Business Management graduate with hands-on experience in sales, customer service, and digital administration. Skilled in handling client inquiries, processing orders, meeting sales targets, and maintaining accurate documentation. Currently serving as a Digital Associate at CAPACITI, working on innovative tech-driven projects such as sentiment dashboards, AI generators, and resume builders. Passionate about efficient communication, business innovation, and delivering excellent customer experiences.

Professional Experience

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| 2025 – Present | Digital Associate
<i>CAPACITI</i> <ul style="list-style-type: none">• Collaborating on digital projects including Dashboard Sentiment Analysis, AI Generator Hub, and Resume Builder.• Supporting the FNB App Academy initiative, focusing on practical tech solutions.• Assisting with UI/UX reviews and testing to ensure user-friendly web experiences. |
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Education

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| 2025 | Full Stack Development Certificate
<i>FNB App Academy</i> <p>Completed professional training in Full Stack Web Development, covering front- end and back-end technologies, app development, and collaborative software practices.</p> |
| 2023 | N4-N6 in Business Management
<i>Gauteng City College</i> <p>Key Subjects: Entrepreneurship & Business Management, Public Relations, Labour Relations, Financial Accounting, Sales Management, Communication, Computer Practice</p> |

Skills

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|---|--|
| Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) | Computer Literacy & Digital Administration |
| Data Entry and Online Record Management | Basic Front-End Web Knowledge (HTML, CSS) |
| Familiar with AI and Web-Based Tools | Cloud Platforms and Online Collaboration Tools |
| Technical Troubleshooting and User Support | |

Achievements

- Successfully improved customer retention through personalized service.
- Collaborated on multiple digital innovation projects at CAPACITI.

Projects

- AI Generator Hub**
Developed AI-powered content tools for creativity and automation.
- Dashboard Sentiment**
Built visual analytics dashboards to interpret user feedback.

Resume Builder

Created an automated platform to help users design professional CVs.

References

, Supervisor, CAPACITI

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