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# TEBATSO KGADITSI

## SOFTWARE DEVELOPMENT / WEB DEVELOPMENT

Tembisa, Gauteng, South Africa

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## SUMMARY

I am a young black female with a strong foundation in Information Technology, holding a Diploma in Information Technology and a Salesforce Administrator certificate. I'm passionate about creating meaningful impact through technology. In addition to completing Salesforce admin, AWS, and Cisco certifications, I've built hands-on experience through personal projects and my recent role at Capaciti, where I developed strong skills in Salesforce admin. I am always ambitious to learn new things and prepared to achieve the desired goal of the description. I'm highly motivated, and I'm also good at meeting work deadlines through dedication. I would like to work in an environment that will encourage me to succeed and grow professionally so that I can utilize my skills and knowledge appropriately.

## EXPERIENCE

### **Avenue9 AI Marketing Agency, Remote** - *Marketing Assistant*

APRIL 2025 - OCTOBER 2025

- Developing, scheduling, and analysing marketing campaigns using HubSpot for CRM, email marketing, contact segmentation, and automation workflows to drive customer engagement and conversions.
- Producing and editing promotional videos and podcasts using Descript, YouTube, and Buzzsprout to enhance multimedia marketing efforts.
- Designing presentations and marketing assets with Gamma, delivering visually compelling content for both internal and external audiences.

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- Managing website content and updates through WordPress, ensuring SEO best practices and consistent brand messaging. Creating blogs with WordPress.
  - Leveraging AI Transistor and Quso to streamline content creation and social media planning, improving campaign turnaround times and creative output.

## **CAPACITI, Johannesburg** - *Salesforce Administrator*

FEBRUARY 2024 - MARCH 2025

- Completed an intensive Salesforce Administration Programme focused on CRM management, business automation, and platform configuration.
- Gained hands-on experience in Salesforce fundamentals, including creating and managing users, building custom objects, fields, and workflows.
- Worked with Salesforce Lightning Experience to optimize and streamline user interfaces and enhance system functionality.
- Assisted in setting up reports and dashboards to provide real-time business insights for stakeholders.
- Supported data management activities such as imports, exports, deduplication, and validation using Salesforce Data Loader.
- Developed and maintained security settings, including profiles, roles, permission sets, and sharing rules.
- Practiced and promoted best practices in user adoption and platform optimization.
- Collaborated with cross-functional teams and participated in real-world CRM projects and simulations.
- Earned a Certificate of Completion in Salesforce Administration from CAPACITI, supported by UVU Africa, JPMorgan Chase, The Jobs Fund, and Naspers Labs.

## **EDUCATION**

- **Diploma in Information Technology (2024)** - *Vaal University of Technology*

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- **National Senior Certificate(2020)** - Phomolong Secondary School
  - **Salesforce Administration Certification (2024)**, Salesforce
  - **Master Project Management Tools Certification (Trello & Jira) (2024)** - Udemy

## SKILLS

### Professional Skills

- Java
- C#
- PL/SQL
- PHP
- Visual Basic
- SQL
- JavaScript
- HTML5
- CSS
- Angular
- jQuery
- UX Design
- WordPress
- Web Management

### Soft Skills

- Accountability
- Communication
- Teamwork
- Time Management
- Problem-Solving

## REFERENCES

Available upon request.