

# Zandre Golden

## E-Commerce specialist

### Contact

- 081 852 9536
- darrengol07@gmail.com
- Randfontein, Johannesburg

### Skills

- Communication skills
- Leadership skills
- AI Integration
- Computer skills
- Search Engine Optimization (SEO)
- Content Writing

### University of Johannesburg Awards Allocated:

- ADVANCED INFORMATION LITERACY
- BUILDING BLOCKS OF INFORMATION LITERACY

### Languages

- English
- Afrikaans

### Profile

Results-driven ICT/Telecoms Infrastructure professional with a strong foundation in e-commerce, AI integration, and technical support, currently transitioning into Support Engineering. Currently completing a BSc in Information Management (Third Year) at the University of Johannesburg, with a willingness to work full-time while studying part-time to accelerate career growth. Possess a valid driver's license, enabling flexibility for on-site support roles and infrastructure maintenance. Proven ability to troubleshoot technical issues, optimize systems, and implement AI-driven solutions, with hands-on experience in SEO, network diagnostics, and helpdesk-style problem-solving. Adept at bridging technical and business needs, with a track record of driving organic e-commerce growth (\$100+ sales with zero ad spend) through data-backed optimizations.

### Education

- BSc Information Management | University of Johannesburg | 2023 – Present
- Awards: Advanced Information Literacy, Building Blocks of Information Literacy
  - Relevant coursework: Data structures, network fundamentals
- Matric (Grade 12) | Ahmed Timol Secondary school 2021
- Distinction in Afrikaans (80%) | Computer Applications Technology (68%)

### Core Competencies

#### ICT/Telecoms Infrastructure Support

- Network troubleshooting & diagnostics
- Infrastructure monitoring & maintenance
- Telecoms systems familiarity (VoIP, ISP protocols)
- Basic scripting/data prep for AI-driven infrastructure solutions

#### Technical Skills

- Microsoft Suite (Excel, Word, Access, PowerPoint)
- SEO Tools: Google Analytics, SEMrush, on/off-page optimization
- AI/ML Basics: Data prep, model deployment frameworks
- Helpdesk Support: Ticketing systems, remote assistance

#### Soft Skills

- Problem-solving (distinction in Advanced Information Literacy)
- Leadership (Youth Community Council role)
- Communication (bilingual: English, Afrikaans)

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## Skills (Continued)

- **AI & 4IR:** Applied knowledge in AI algorithms, data prep, and model deployment (certification pending).
  - **Financial Literacy:** Certified in budgeting, ROI analysis, and cost-efficient tech solutions.
  - **Field Mobility:** Licensed driver for on-site infrastructure support and deployments.
  - **Hybrid Skillset:** SEO, Microsoft Suite, helpdesk support, and e-commerce scalability (\$100+ organic sales).
  - **Adaptable Learner** – Quickly masters new systems (e.g., Shopify, analytics platforms)
  - **Customer-Focused** – Built a user-friendly Shopify store with 8K+ sessions via organic SEO
  - **Reliable & Mobile** – Licensed driver for fieldwork, committed to balancing work and part-time studies
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## Professional Experience

### **Shopify Store Owner | Self-Employed | Jul 2023 – Present**

- **Technical Implementation:** Deployed SEO-optimized infrastructure (meta tags, image alt-text, keyword research) driving 8.07K sessions and \$108.82 organic sales.
- **Data-Driven Optimization:** Analyzed traffic patterns (USA: 24%, South Africa: 13%) to refine UX and server performance.
- **AI Integration:** Leveraged analytics tools for predictive customer behavior modeling.

### **Youth Leader | Johns Community Council | 2022 – 2023**

- **Stakeholder Coordination:** Led initiatives bridging tech education gaps for local youth.
-

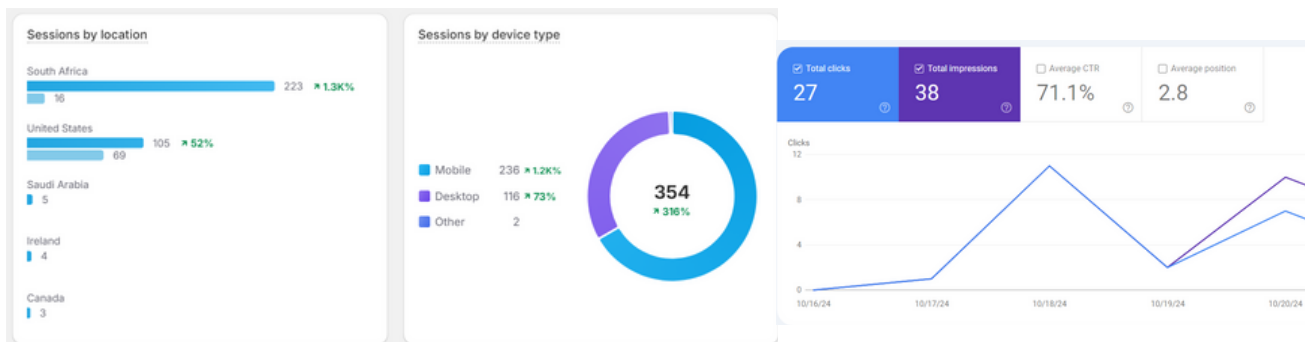
# Most recent project

## E-Commerce Project: Rand Rebellion

October 2024

Launched a Shopify online store within a week and a half, leading to the successful public release on October 18, 2023.

Achieved 267 unique visitors within the first week through social media marketing and organic traffic.



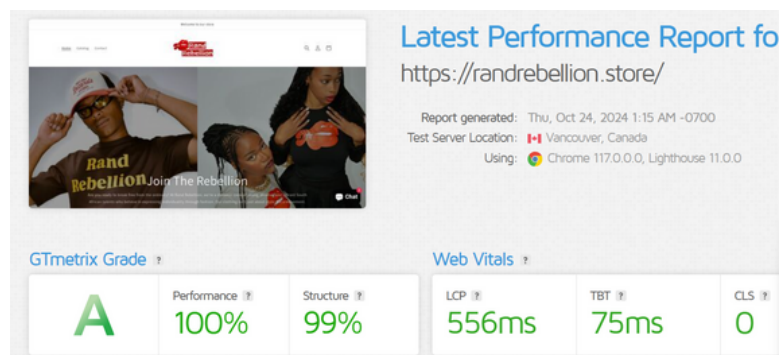
Developed an engaging Instagram reel that garnered over 1,000 views in one day, enhancing brand visibility.

Served as a model and played a key role in the brand development, contributing to a cohesive brand identity.

[https://www.instagram.com/reel/DBa\\_erhNpEV/](https://www.instagram.com/reel/DBa_erhNpEV/)



Optimized website performance, achieving an A grade with 100% performance and 96% structure on GTmetrix.





UNIVERSITY OF JOHANNESBURG

We hereby certify that the

ACHIEVEMENT

for

BUILDING BLOCKS OF INFORMATION LITERACY

has been awarded to

ZANDRE GOLDEN

Registrar

Student Number: 222122954

Document number: 01943161-01-LDMA

ID Number/Passport: 0401155204084



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ADVANCED INFORMATION LITERACY

has been awarded to

ZANDRE GOLDEN

Registrar

Student Number: 222122954

Document number: 01945556-01-DGLX

ID Number/Passport: 0401155204084







REPUBLIC OF SOUTH AFRICA

STATEMENT OF RESULTS / STAAT VAN UITSLAE  
NATIONAL SENIOR CERTIFICATE / NASIONALE SENIOR SERTIFIKAAT

NOVEMBER 2021

ZANDRE DARREN GOLDEN

EXAMINATION NUMBER / EKSAMENNUMMER: 8212500270028  
ID NUMBER / ID NOMMER 0401155204084  
DATE OF BIRTH / GEBOORTEDATUM 20040115  
CENTRE / SENTRUM: (8250027) AHMED TIMOL SECONDARY

(801) GAUTENG GAUTENG DEPARTMENT OF EDUCATION

Code Kode	Subjects Vakke	Percentage Persentasie	Achievement Level Prestasievlak
ENGHL	English Home Language	60	5
AFRFA	Afrikaans First Additional Language	80	7
MLIT	Mathematical Literacy	75	6
LIFE	Life Orientation	65	5
BSTD	Business Studies	65	5
CATN	Computer Applications Techn.	68	5
GEOG	Geography	56	4
XXXXX	XX	XXXXXXXXXX	XXXXXXXXXXXX
XXXXX	XX	XXXXXXXXXX	XXXXXXXXXXXX
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XXXXX	XX	XXXXXXXXXX	XXXXXXXXXXXX
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The candidate qualifies for the National Senior Certificate and has met the minimum requirements for admission to bachelors' degree, diploma or higher certificate study as gazetted for admission to higher education.

*Boatard*  
COMMISSIONER OF OATHS (EX OFFICIO)  
CERTIFIED A TRUE COPY OF THE ORIGINAL  
MR G.C. BOATARD (PRINCIPAL)



23-09-2022

GAUTENG DEPARTMENT OF EDUCATION  
RANDFONTEIN PRIMARY SCHOOL  
TEL/FAX: (011) 693-5333/4/5  
P O BOX 59, RANDFONTEIN, 1700

HEAD OF DEPARTMENT  
DEPARTEMENTSHOOF

DATE / DATUM 2022/01/15

Achievement level Prestasievlak	Achievement Description Prestasiebeskrywing	Marks Punte
7	Outstanding achievement / Uitmuntenende prestasie	80 - 100
6	Meritorious achievement / Verdienstelike prestasie	70 - 79
5	Substantial achievement / Beduidende prestasie	60 - 69
4	Adequate achievement / Voldoende prestasie	50 - 59
3	Moderate achievement / Matige prestasie	40 - 49
2	Elementary achievement / Basiese prestasie	30 - 39
1	Not achieved / Ontoereikende prestasie	0 - 29

A NATIONAL SENIOR CERTIFICATE WILL BE FORWARDED TO THE SCHOOL.

THE DEPARTMENT RESERVES THE RIGHT TO EFFECT CHANGES TO THIS DOCUMENT IF NECESSARY.





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We hereby certify that the

ACHIEVEMENT

for

Financial Literacy - Be Money Wise

has been awarded to

ZANDRE GOLDEN



  
Registrar

UNIVERSITY  
OF  
JOHANNESBURG



Only valid when viewed on [uj.ac.za](https://uj.ac.za)



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Johannesburg  
User ID: 0401155204084  
e-Certificate number: 98320653-01-E4K8