



SKILLS

Technical & E-Commerce

- Shopify Store Development & Management
- SEO Strategy & Implementation (On-Page, Technical)
- Google Analytics, Google Search Console
- Website Performance Optimization (GTmetrix & Lighthouse)
- HTML, CSS, JavaScript

IT Systems & Support

- CompTIA A+ Certified (IT Fundamentals)
- Network Troubleshooting & Diagnostics
- Hardware & Software Support
- Microsoft 365 & SharePoint Online
- System Performance Optimization

Business & Analytics

- Digital Marketing & Social Media Strategy
- Data Analysis & Reporting
- Stakeholder Coordination
- Project Management
- Business Management Principles

UNIVERSITY OF JOHANNESBURG AWARDS

- Advanced-Information Literacy
- Building Blocks of Information Literacy
- AI in the 4IR
- Financial Literacy-Be Money Wise
- Excel in the Workplace

LANGUAGES

- English (Fluent)
- Afrikaans (Fluent)

ZANDRE DARREN GOLDEN

ICT & E-Commerce Specialist

<https://zandre-golden-portfolio.site/>

081 852 9536

Johannesburg , Randfontein

EDUCATION

Bcom in Information Management | University of Johannesburg | 2023 – Present

- Awards & Certifications: Advanced Information Literacy, CompTIA A+ Certification (Part 1), AI in the 4IR, Financial Literacy - Be Money Wise.
- Relevant Coursework: Data Structures, Network Fundamentals.
- **Matric (Grade 12) | Ahmed Timol Secondary School | 2021**
- Distinction in Afrikaans (80%) | Computer Applications Technology (68%)

PROFILE

E-Commerce & ICT Specialist with hands-on experience in developing, optimizing, and managing Online stores to drive online revenue and digital presence. Proficient in executing end-to-end SEO strategies, performance analytics, and technical support, achieving measurable outcomes including \$100+ in pure organic sales and 8,070+ sessions through targeted digital campaigns. Holds **CompTIA A+ Certification (Part 1)** with demonstrated expertise in network troubleshooting, system diagnostics, and IT fundamentals.

Currently finishing a Bcom degree in Information Management (Third Year) and available for full-time work alongside part-time studies.

I have completed 210 NQF credits towards a Degree at University of Johannesburg, successfully passing modules in

Marketing Management, Search Engine Optimization, Business Management, Information Management.

Hold a **valid driver's license** for flexible on-site support and excel at troubleshooting, network diagnostics, and bridging the gap between technical functionality and business needs.

EXPERIENCE

Shopify Store Owner & E-Commerce Developer | Self-Employed | Jul 2023 – Present

- Launched and managed SEO-optimized e-commerce stores, implementing meta tags, keyword strategies, and site structure improvements.
- Analyzed traffic data (Google Analytics) to identify key demographics (24% USA, 13% South Africa) and optimize user experience and server performance.
- Achieved 8,070+ sessions and \$108.82 in pure organic sales through targeted SEO and content strategy.


Project: Rand Rebellion (Oct 2024):

- Built and launched a branded Shopify store in 1.5 weeks, achieving an A-grade 100% performance score on GTmetrix.
- Drove 267 unique visitors in the first week via social media and organic traffic.
- Created an Instagram reel that gained 1,000+ views in one day, significantly boosting brand visibility.


Youth Leader | Jabes Community Church | 2022 – 2023

- Led community initiatives and coordinated with stakeholders to bridge technology education gaps for local youth.


AWARDS & CERTIFICATIONS



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






UNIVERSITY OF JOHANNESBURG

We hereby certify that the
ACHIEVEMENT
for
ADVANCED INFORMATION LITERACY
has been awarded to
ZANDRE GOLDEN


Registrar

Student Number: 222122954
Document number: 01945556-01-DGLX
ID Number/Passport: 0401155204084







UNIVERSITY OF JOHANNESBURG

We hereby certify that the

ACHIEVEMENT

for

Artificial Intelligence in the 4IR

has been awarded to

ZANDRE GOLDEN




Registrar

222122954
Johannesburg
User ID: 0401155204084
e-Certificate number: 96640346-01-4KHK



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UNIVERSITY OF JOHANNESBURG

We hereby certify that the

ACHIEVEMENT

for

Ms Excel for the Workplace

has been awarded to

ZANDRE GOLDEN




Registrar

222122954
Johannesburg
User ID: 0401155204084
e-Certificate number: 79044313-01-OMKZ



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UNIVERSITY OF JOHANNESBURG

We hereby certify that the

ACHIEVEMENT

for

Financial Literacy - Be Money Wise

has been awarded to

ZANDRE GOLDEN



Registrar

222122954

Johannesburg

User ID: 0401155204084

e-Certificate number: 98320653-01-E4K8



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This acknowledges that

Zandre Golden

Has successfully completed and is certified in
AI-Powered Performance Ads Certification

Issue Date: August 4, 2025
Expiry Date: August 4, 2026
Certificate ID: 157147138

