



ZANDRE DARREN GOLDEN

Digital Content & E-Commerce Specialist

<https://zandre-golden-portfolio.site/> | 081 852 9536 | Johannesburg , Randfontein

EDUCATION

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

- Awards & Certifications: Advanced Information Literacy, Building Blocks of Information Literacy, 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

Currently finishing a BSc in Information Management (Third Year) and available for full-time work alongside part-time studies. I have completed 194 NQF credits towards a Degree at University of Johannesburg, successfully passing modules in **Marketing Management, Search Engine Optimization, Business Management, Information Management.**

Gain practical experience by running an active initiative to develop websites and provide technical support for local small businesses, helping them establish and grow their online presence. This includes executing SEO strategies, performing system optimizations, and offering direct, helpdesk-style assistance—resulting in measurable outcomes like generating \$100+ in pure organic sales.

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.

SKILLS

- **Programming:** HTML, CSS, JavaScript
- **CMS/ECM:** Shopify (Advanced), SharePoint Online (Advanced)
- **Microsoft Stack:** Office 365, SharePoint Online, MS Office Suite
- **SEO & Analytics:** Google Analytics, SEMrush, GTmetrix
- **AI/ML:** Data Preparation, Model Deployment Frameworks
- **Networking:** Network Troubleshooting & Diagnostics

UNIVERSITY OF JOHANNESBURG AWARDS

- ADVANCED INFORMATION LITERACY
- BUILDING BLOCKS OF INFORMATION LITERACY
- AI in the 4IR
- Financial Literacy-Be Money Wise

LANGUAGES

- English (Fluent)
- Afrikaans (Fluent)

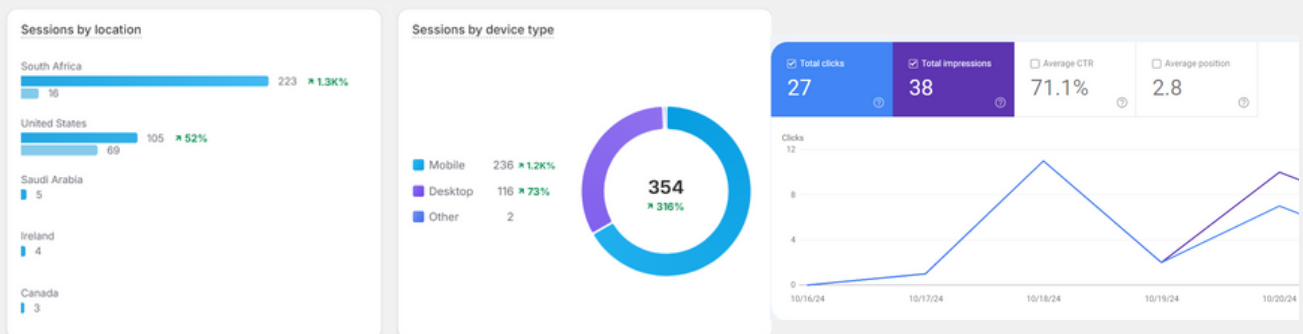
Most recent project

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.



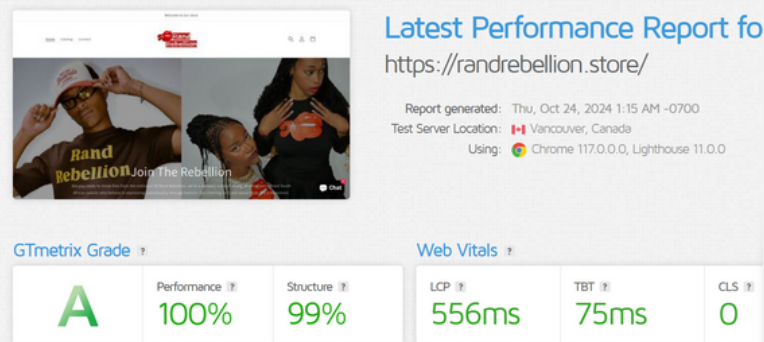
Developed an engaging Instagram reel that garnered over 1,000 views in one day, enhancing brand visibility.

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/



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





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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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Student Number: 222122954
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Registrar

ADVANCED
e-CERTIFICATE

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



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