Zandre Darren Golden

E-Commerce Operations

Contact

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📍 Randfontein, Johannesburg
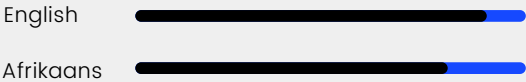
🌐 https://zandre-golden-portfolio.site/

Skills

Communication skills

Html, JavaScript and CSS

AI Integration

Computer technical skills

Search Engine Optimization (SEO)

Content Writing

University of Johannesburg Awards Allocated:

- ADVANCED INFORMATION LITERACY
- BUILDING BLOCKS OF INFORMATION LITERACY
- AI IN THE 4IR
- FINACIAL LITERACY-BE MONEY WISE

Languages

English
Afrikaans

Profile

ICT/Telecoms Infrastructure professional with hands-on expertise in technical support, e-commerce, and AI, now focused on a transition into Support Engineering. Currently finishing a BSc in Information Management (Third Year) and available for full-time work alongside part-time studies.

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.

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
- Proficient in Html, CSS, and JavaScript /Front-end Development

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

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

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.
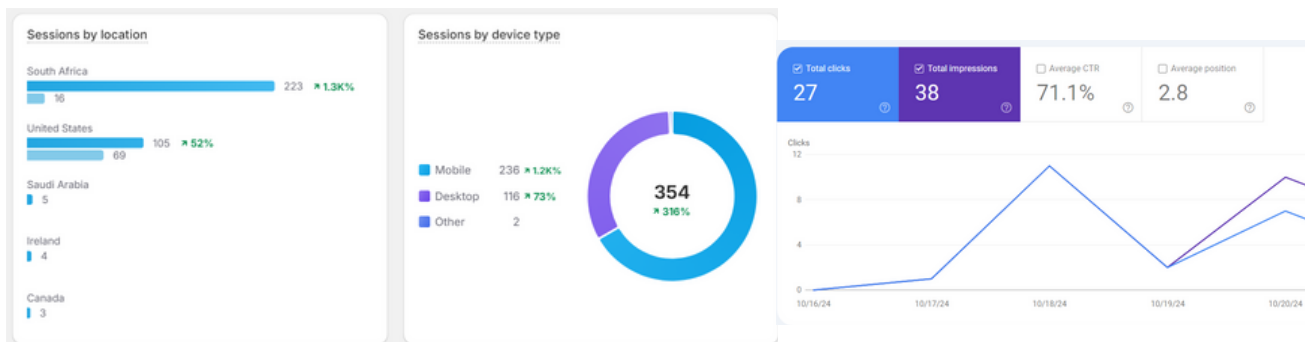
Most recent project

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.
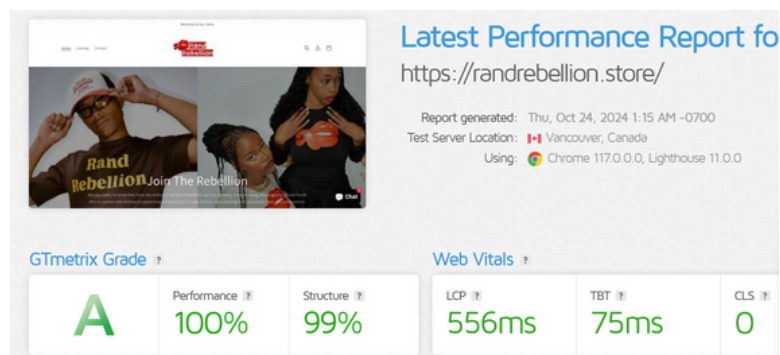

Developed an engaging Instagram reel that garnered over 1,000 views in one day, enhancing brand visibility.
Served as a model and played a key role in the brand development, contributing to a cohesive brand identity.
https://www.instagram.com/reel/DBa_erhNpEV/

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

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Registrar

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

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We hereby certify that the

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for

Financial Literacy - Be Money Wise

has been awarded to

ZANDRE GOLDEN

Registrar

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