

Zandre Darren Golden

E-Commerce specialist

Contact

- Phone: 081 852 9536
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- Website: <https://zandre-golden-portfolio.site/>

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
 - AI in the 4IR
 - Financial 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.
-

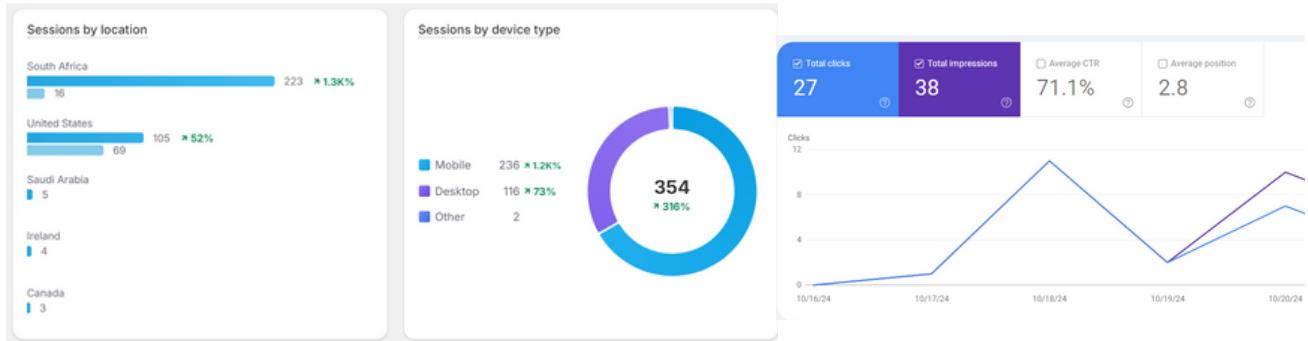
Most recent project

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.

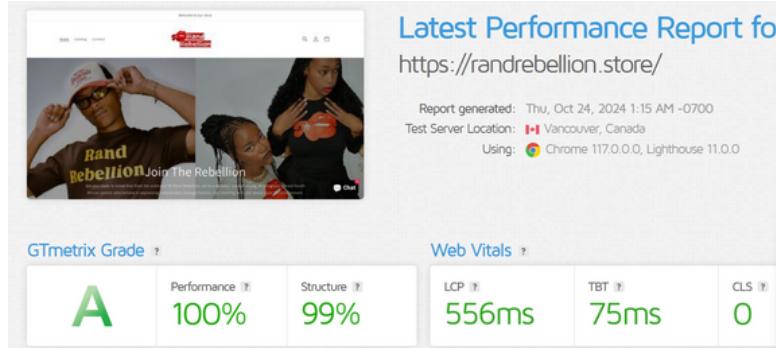


Developed an engaging Instagram reel that garnered over 1,000 views in one day, enhancing brand visibility.

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_erbNpEV/



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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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 / EKSAMENNOMMER: 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 Prestasievlek |
|---|-------------------------------------|---------------------------|------------------------------------|
| ENGL | 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 |
| XXXXXX | XXXXXXXXXXXXXXXXXXXXXXXXXXXXXX | XXXXXXXXXX | XXXXXXXXXXXXXX |
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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. | | | |

G.C. 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, 1760

HEAD OF DEPARTMENT
 DEPARTEMENTSVOORSTE

DATE / DATUM 2022/01/15

| Achievement level Prestasievlek | Achievement Description Prestasiebeskrywing | Marks Punte |
|------------------------------------|--|----------------|
| 7 | Outstanding achievement / Uitmuntende 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

UNIVERSITY OF
JOHANNESBURG



Only valid when viewed on uj.ac.za



Registrar

ADVANCED
e-CERTIFICATE
222122954
Johannesburg
User ID: 0401155204084
e-Certificate number: 98320653-01-E4K8

