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

- A**dvanced-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

Web Development | SEO | Digital Strategy & Ad Specialist

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

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** with demonstrated expertise in network troubleshooting, system diagnostics, and IT fundamentals.

I have completed 220 NQF credits towards a Bcom Information Management Degree at University of Johannesburg, successfully passing modules in
Marketing Management, Search Engine Optimization, Business Management, Information Management.

Hold a **valid Code B 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

Web Development | SEO Specialist & 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.
- Freelancing-building custom websites according to clients specifications.

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 500+ 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 & Treasurer | Jabes Community Church | 2022 – 2023

- Led community initiatives and coordinated with stakeholders to bridge technology education gaps for local youth. Cooperated with the church for youth development and ventures for fundraising

EDUCATION

Bcom in Information Management | University of Johannesburg | 2023 – 2025

- Awards & Certifications: Advanced Information Literacy, CompTIA A+ Certification, 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%)

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

Only valid when viewed on uj.ac.za

University of Johannesburg
scan to verify
SmartVerify+

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
scan to verify
SmartVerify+

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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GOOGLE ADS AI-POWERED PERFORMANCE · CERTIFIED ·

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