

ZANDILE MGUTSHINI

Marketing Researcher & Software Engineer

I am a recent graduate with a degree in marketing and statistics from the University of Cape Town, and a certificate in full-stack web development from HyperionDev. My studies bridge the gap between analytical and creative industries allowing me to provide a unique perspective in the workplace. Having a strong background in research and data analysis, web development, and project management allows me to plan and execute effective marketing research that leads to optimised user experience, sales conversions and a greater understanding of the market environment.

PROFESSIONAL SKILL

Research
Programming Languages
Marketing Communication
Data Analysis
Marketing Strategy
Statistical Computing

TECHNICAL SKILL

Data Management
Transcription & Editing
Social Media Management
Microsoft Office
Content Creation
Writing

EDUCATION

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| Full Stack Web Development & Software Engineering HyperionDev, Cape Town, South Africa | 2022 |
| BCom Specialising in Management Studies University of Cape Town, Cape Town, South Africa | 2021 |
| National Senior Certificate (IEB) St Anne's Diocesan College, Hilton, South Africa | 2015 |

WORK EXPERIENCE

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| Project Management Course Tutor University of Cape Town, Cape Town, South Africa | Aug, 2021 - Jan, 2022 |
| <ul style="list-style-type: none">• Create suitable online lesson plans for 12 final year and honours students• Facilitate group discussions and guide group and individual assignments• Mark, record and report on assignments and final examinations for 24 students | |
| Sales Assistant Missibaba by Chloe, Cape Town, South Africa | Aug, 2017 - May, 2018 |
| <ul style="list-style-type: none">• Transport, manage and maintain stock and take inventory• Train new sales staff• Attract new customers and manage existing customer satisfaction and expectations | |
| Head of Internal Affairs & Board Member Youth Voices Conference, Pietermaritzburg, South Africa | Jan, 2014 - Dec, 2016 |
| <ul style="list-style-type: none">• Create and implement a marketing and branding handbook• Define, plan, execute, and close 4-day conferences with 12 guest speakers and approx. 100 high school students• Conduct post-conference surveys, reviews, and peer-reviews and implement suitable improvements | |