

## Jonathan Grossberg

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### Profile

I am a dedicated professional with a solid background in web design, programming, and creative roles, backed by a Level 5 Diploma in Teaching English as a Foreign Language (TEFL). My skills in HTML, CSS, JavaScript, and Python enable me to create engaging and interactive content, which I'm eager to apply in developing dynamic lessons for students. I have a proven track record in managing diverse projects across e-commerce, marketing, design, and analysis. My strong communication skills, honed through experience in customer service, team management, and content creation, allow me to effectively connect with learners of all ages and backgrounds. I am committed to continuous improvement and making a meaningful contribution in any educational setting.

### TEFL Qualifications

**2024 Qualifi Level 5 Diploma in Teaching English as a Foreign Language (168 hours) - The TEFL Academy**

- Ofqual regulated Level 5 qualification, DEAC approved
- Lesson planning, Classroom management, Teaching vocabulary and pronunciation, Teaching receptive and productive skills, Teaching grammar, Materials development for face-to-face and online lessons, Assessed lesson content for A1-C2 level students.

## Education & Courses

**2023**

### **TestOut PC Pro (TestOut)**

- Focused on computer hardware, software, and troubleshooting, preparing students for IT support roles.

**2022**

### **Entrepreneurship and Small Business Management (UNISA)**

- Explored key aspects of starting and managing small businesses, including business planning, finance, marketing, and operations.

**2022**

### **Transcription 101**

- Provided skills in accurate and efficient transcription, focusing on audio-to-text conversion for various industries.

**2021**

### **Digital Marketing**

- Covered digital marketing strategies, including SEO, content marketing, social media, and analytics.

**2021**

### **JavaScript Algorithms and Data Structures**

- In-depth study of JavaScript programming, focusing on algorithmic thinking and data structure implementation.

**2021**

### **Responsive Web Design**

- In-depth study regarding the principles of responsive web design, ensuring websites are functional and visually appealing on all devices.

**2021**

### **Responsive Web Development**

- Extended the principles of responsive web design, emphasizing the development of interactive and user-friendly websites.

**2019**

### **Applied Information Security (UNISA)**

- Focused on information security principles, risk management, and protecting digital assets in various environments.

**2018**

### **Introduction to Java Programming (UNISA)**

- Basic concepts of Java programming, covering syntax, object-oriented principles, and application development.

**2016**

**National Senior Certificate**

- Completion of secondary education with a focus on foundational academic subjects.

## **Relevant Experience**

**Babysitter**

**Family Member**

**2019 – Present**

- Assisted in the care and supervision of a young child, including planning engaging activities and educational play to foster development.
- Developed skills in patience, communication, and adaptability while managing daily routines and addressing the needs of the child.
- Employed creative problem-solving to create a stimulating environment and support early learning and socialization.

## **Employment Experience**

**E-commerce Manager**

**NVIIIHUS**

**2020 – 2023**

- Spearheaded daily sales operations on Shopify, consistently meeting and exceeding sales targets.
- Orchestrated customer service initiatives, swiftly resolving issues to uphold a high level of customer satisfaction, leading to positive reviews and repeat business.
- Played a pivotal role in the procurement process for new inventory, ensuring a seamless supply chain and optimal product availability.
- Strategically managed the acquisition and maintenance of shipping supplies, optimizing logistics efficiency and cost-effectiveness.

**Stock Controller**

**NVIIIHUS**

**2020 – 2023**

- Efficiently managed stock requirements to meet internal and external customer needs.
- Improved operational efficiency by maintaining an accurate inventory item location database.
- Conducted cycle counts and comprehensive audits to ensure inventory accuracy.
- Managed fragile merchandise with care to minimize the risk of damage.
- Organized incoming inventory for seamless storage or immediate stocking.
- Proactively identified restocking needs through accurate inventory assessments.
- Ensured visibility and readability of stock labels for effective inventory control.
- Delivered exemplary customer service by addressing queries and providing product insights.

- Maintained stock freshness by promptly removing damaged or expired items from shelves.

## Product Designer

NV888888

2020 – 2023

- Thrived in collaborative design environments, effectively incorporating feedback to improve design quality.
- Led successful end-to-end design projects with a strong grasp of the development process.
- Collaborated across organizations to enhance design quality and refine processes and tooling.
- Tackled complex design problems, delivering effective solutions.
- Managed multiple priorities, excelling in rapid iterations and meeting tight deadlines.
- Enhanced products with system-oriented approaches, responsive designs, and a focus on accessibility.
- Developed mass-producible, customer-focused designs through extensive industry research.
- Identified and addressed problems proactively through thorough investigations.
- Secured approvals with polished design presentations to customers and committees.
- Optimized designs by incorporating feedback from various departments.

## Administrator

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2020 – 2023

- Advanced executive operations through streamlined administrative assistance.
- Drafted and refined correspondences, spreadsheets, and presentations with precision.
- Orchestrated meetings and conferences seamlessly for associates.
- Ensured office consistency by guiding employees on procedural nuances.
- Managed internal and external office calls with efficiency and professionalism.
- Oversaw inventory of office equipment and supplies to maintain smooth operations.
- Optimized workflow and organization to enhance productivity.
- Implemented stringent expense monitoring and documentation to support budget management.
- Coordinated administrative support and logistics for routine activities and special projects.
- Applied administrative skills to troubleshoot diverse issues for vendors and customers.
- Organized office staff events, effectively managing scheduling conflicts.
- Gathered, organized, and synthesized data and information for management.

## Customer Service Specialist

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2020 – 2023

- Managed all customer service functions, addressing and resolving customer inquiries and complaints with efficiency and professionalism.
- Ensured a high level of customer satisfaction through prompt and effective problem-solving.
- Provided comprehensive support via multiple communication channels, including email, phone, and live chat.
- Developed and implemented customer service policies and procedures to improve service quality.

### **Policy Development Specialist**

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**2020 – 2023**

- Created detailed policy documents covering various aspects of company operations, including customer service, inventory management, and employee conduct.
- Conducted reviews and updates of existing policies to align with organizational changes and industry best practices.
- Collaborated with management and staff to ensure policies were practical and effectively communicated.
- Developed training materials and facilitated sessions to educate employees on new and updated policies.

### **Digital Content & Social Media Specialist**

**Aquatic Plants SA**

**June 1, 2024 – Present**

- Managed all social media accounts, including Facebook, Instagram, TikTok, and YouTube, creating unique daily content tailored for each platform.
- Recorded, edited, and produced videos, and handled photography to enhance visual content.
- Designed engaging animated video intros and outros, coordinating graphic design with video content for brand consistency.
- Developed and implemented strategies based on social media analytics to increase online presence and interaction.
- Captured and edited high-quality photos and videos of plants, integrating them into social media and website content.
- Analyzed social media data to track performance metrics, engagement, and audience behavior, adjusting content strategies to optimize results.
- Assisted during on-site workshops, recording and editing event footage for publication on YouTube.

### **Website Optimization & Development Specialist**

**Aquatic Plants SA**

**June 1, 2024 – Present**

- Conducted comprehensive reviews and optimizations of the Wix website, addressing design elements and implementing SEO best practices.
- Scanned website settings and code to resolve technical issues and improve site performance.
- Redesigned site layouts and streamlined navigation to enhance user experience and accessibility across devices.

- Analyzed website statistics to evaluate functionality and user engagement, conducting usability testing for continuous improvement.
- Developed a Python web scraper to track product prices and monitor competitor pricing, implementing automated data collection for real-time insights.

### **Researcher**

#### **Aquatic Plants SA**

**June 1, 2024 – Present**

- Conducted in-depth research on various plant species to create detailed and accurate profiles.
- Compiled plant species profiles for use in social media posts, website content, and marketing materials.
- Provided valuable information and insights on plant characteristics, care, and benefits to enhance content quality.
- Monitored industry developments and competitor activities to provide strategic insights and recommendations.
- Conducted comprehensive market research to identify trends, customer preferences, and the competitive landscape.
- Developed detailed reports and presentations to communicate research findings and recommendations to the team.

### **Data & Marketing Analyst**

#### **Aquatic Plants SA**

**June 1, 2024 – Present**

- Analyzed data from social media and website analytics to track performance, user behavior, and SEO effectiveness.
- Utilized analytics tools to generate reports and presentations, informing strategic decision-making across the business.
- Monitored trends and patterns across various platforms to optimize content strategies and improve overall digital presence.

### **Terrarium Builder**

#### **Aquatic Plants SA**

**August 1, 2024 – Present**

- Designed and built small terrariums for retail, contributing to product diversity and sales.
- Selected and arranged plants and decorative elements to create visually appealing and functional terrariums, ensuring high-quality craftsmanship

### **Website Optimization & Graphic Design Specialist**

#### **Out of the Dog Box**

**July 1, 2024 – Present**

- Conducted a comprehensive review of the website, addressing design elements such as fonts, colors, and typographical errors.
- Researched and implemented effective optimization methods, including SEO best practices.
- Scanned website settings and code to identify and resolve technical issues affecting performance.
- Analyzed website statistics to evaluate site functionality and user engagement.
- Organized the website's product catalogs for improved user navigation and accessibility.

- Enhanced product visibility through strategic placement and optimization techniques.
- Redesigned site layouts to improve user experience and ensure a visually appealing interface.
- Streamlined navigation by restructuring menus and links to facilitate easier access to information.
- Implemented responsive design techniques to ensure the website performs well on various devices and screen sizes.
- Conducted usability testing to gather feedback and make iterative improvements to site functionality.
- Created numerous graphics for social media, including stories and posts.
- Designed engaging visual content to enhance brand presence and drive audience interaction.
- Developed graphics that align with the company's branding and marketing goals.
- Designed multiple logo concepts using a photograph of the owner's dog, collaborating with the client to finalize the design.

### **Marketing & Social Media Analyst**

#### **Out of the Dog Box**

**July 1, 2024 – Present**

- Researched and developed comprehensive social media strategies to enhance online presence and engagement.
- Created a detailed posting schedule to ensure consistent and strategic content distribution across platforms.
- Analyzed market trends and competitor activities to inform strategy development and optimize campaign effectiveness.
- Analyzed marketing data and campaign performance to provide actionable insights and recommendations.
- Monitored and evaluated the effectiveness of marketing strategies and initiatives.
- Conducted market research to identify trends, opportunities, and competitive benchmarks.

### **Video Production & Content Specialist**

#### **Out of the Dog Box**

**July 1, 2024 – Present**

- Developed long-format videos for YouTube, managing all aspects of production.
- Created graphics, art, and script content to enhance video quality and engagement.
- Conducted research to inform the video's content and ensure accuracy.
- Coordinated video elements to produce a cohesive and polished final product.
- Oversaw the entire production process, from concept development to editing and finalization.
- Reviewed and edited blog posts to enhance flow, readability, and overall quality.
- Made necessary revisions to improve content structure and coherence.
- Ensured that blog posts met quality standards and aligned with the company's voice and branding.
- Collaborated with writers to provide feedback and suggestions for content improvement.

### **Cost & Discount Analyst**

#### **Out of the Dog Box**

**July 1, 2024 – Present**

- Conducted cost and discount analysis to assist in managing and clearing old stock.
- Developed detailed reports to identify optimal discount strategies without incurring losses.
- Analyzed sales data and inventory levels to recommend pricing adjustments and promotional offers.

## Hobbies & Interests

I enjoy creating and maintaining terrariums and aquariums, finding fulfillment in cultivating thriving ecosystems. My commitment to continuous learning and helping others drives me to share knowledge and teach on various subjects, whether through designing engaging content or participating in educational discussions.

In my personal time, I find relaxation in beach-side activities. I enjoy unwinding with a good book, collecting sea shells, and appreciating the calming influence of the ocean. Swimming and spending time in the water provide me with both relaxation and rejuvenation. By balancing my professional pursuits with these personal interests, I stay motivated, engaged, and fulfilled in all aspects of my life.

## Personal Details

**Date of Birth:** 13 January 1997

**Nationality:** South African

**REFEREES ON REQUEST**