

# Sheldon Olivier

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## PROFILE

Sheldon is an Entrepreneur in the Blockchain & Web3 space, with experience as a communications manager, event management, front-line customer service, marketing and sales. Early on, he has displayed leadership responsibilities in his work, as well as in and outside of the classroom. Matriculated in 2016, he worked in various capacities while studying. Throughout his career and at an early age, he has developed a reputation as a quick learner and highly adaptable in multiple working environments.

Sheldon is currently seeking opportunities in emerging markets with established companies.

## EXPERIENCE

### Digital Agency Owner

June 2022-Present

- NESO Solutions is a startup Web 3 Digital Agency that services Tech & Blockchain companies.
- The company currently has one big client and a team of 5 people.

### Ixo

May 2021-July 2022

- Ixo is a leading Technology & Blockchain company in the Regenerative Finance space.
- Employed as their Head of Communications and Community I was responsible for General Admin, video editing, content creation, creating copy for social media posts, drafting & editing contracts, setting up Twitter Spaces, monitoring and managing incoming emails, monitoring Telegram & Discord channels, Client liaison, sales of the crypto token, created and headed up the referral program, daily check-in with the developer teams to make sure that the website was working properly in all aspects.

### SWAT Marketing

February 2018- March 2020

- One of the largest sales, marketing and promotion companies in South Africa with offices in Cape Town, Johannesburg and Centurion, joined initially as a Sales rep and was promoted successfully to Branch Manager within 9 months
- Developed significant experience doing face-to-face fundraising, sales, building and running sales teams
- Appointed to co-run the Johannesburg office with responsibility for business planning, organising and running successful events and meetings
- Responsible for training of employees on different marketing systems and sales techniques
- Achieved 1200 volume of sales personally in 24 months

### **Freelance model & fashion consultant**

May 2014 – 2017

- Freelance model based in Cape Town
- Scouted and signed by Seen Management in 2016, representing boutique clothing brands
- Walked in several fashion shows for brands and charity
- Served as co-founder and style consultant to Jade Knight – a start-up fashion label based in Cape Town focused on high-end 'street-ware'

### **Top Events CC**

March 2017 – 2018

- As the premier sporting events management agency in Cape Town, Top Events operates over two dozen marathon and triathlon events a year in the Western Cape area
- Responsible for data capturing in the event management office and processing registrants, experience in managing VIP and hospitality event guests, and with general customer service

### **Tribe Coffee Roastery Woodstock**

August 2017

- Tribe Coffee is one of Cape Town's top coffee roastery and cafes serving blends from all over the world and providing raw coffee products to the area's top restaurants and cafes
- Graduated the intern barrister course, which taught theory and practical barista skills, machine know-how and terminology, and 'latte art'

### **Look Africa Camps Bay**

October – December 2015

- Look Africa is Camps Bay's largest speciality surfing shop just off Victoria Road
- Customer service included sales, merchandising and promotions

### **MyVinos**

November 2014 – March 2015

- MyVinos is a start-up technology company focused on on-demand consumer buying of wine and delivery on an app – 'Uber for Wine' in South Africa
- Company intern duties included event sales, promotion and marketing, photo shoots, customer acquisition, app demonstration and industry conventions

### **Mynt Café**

April – June 2014

- Back barman, opening and closing of the café, general runner and stock-taker

### **Spar Sea Point**

June 2013 – September 2013

- All rounder: cashier, bagging, shelf packer, butcher work, bakery

## **EDUCATION**

Camps Bay High School Bachelor Degree Pass & Matriculation in 2016

- Focus subject: English, Economics, Computer Science, Math Literacy, Afrikaans
- Extracurricular: Basketball, Soccer, Table Tennis, Rugby, Chess Club
- Leadership: selected as Basketball & Soccer 'Player of the Year' in 2016 both as team captain, selected by peers and coaches

## **LANGUAGES**

English (mother tongue), Afrikaans (conversational)

## **OTHER**

- Liquor license (2017)
- Barista certificate (2017)
- Tefl Certificate (300 hours) including Business English
- Studying part-time at DSM online (Digital School of Marketing)

## **REFERENCES**

Niall Elassi: E: [niallelassii@gmail.com](mailto:niallelassii@gmail.com); T: 0791235413

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