

# Heinrich Charles

## Webmaster

Dynamic webmaster with proven expertise at Lectron Billiards in website development and SEO optimization, enhancing user engagement and driving organic traffic. Skilled in Google Ads and graphic design, I excel in problem-solving and collaboration, ensuring efficient project execution and high-quality deliverables. Proficient in HTML, CSS, and Adobe Creative Suite.

Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals. Hardworking and passionate with strong organizational skills. Ready to help team achieve company goals.

Demonstrates strong analytical, communication, and teamwork skills, with proven ability to quickly adapt to new environments. Eager to contribute to team success and further develop professional skills. Brings positive attitude and commitment to continuous learning and growth.

## Contact



### Address:

- Macassar, WC 7130

### Phone:

- 082 0979 348

### E-mail:

- [heinrichljc@gmail.com](mailto:heinrichljc@gmail.com)

### Birth Date:

- 19-12-1981

### ID Number:

- 8112195076083

### Gender:

- Male

### Natianality:

- South African

### Languages:

- Afrikaans / English

### Marital Status:

- Not Married

### Dependants:

- 2

### Drivers Licence:

- Code A and B

### Health:

- Excellent

## Work History

### **Webmaster** - 04-2007 to current

Lectron Billiards, Kuils River, 021 903 5107

#### Duties

##### Website Development and Maintenance:

- Build and maintain Lectron Billiards website, ensuring they function correctly and are user-friendly.
- Manage website content, including text, images, and videos, and ensure it is up-to-date and accurate.
- Identify and resolve technical issues, such as broken links, slow loading times, and compatibility problems.
- Manage and configure web servers, ensuring they are running efficiently and securely.
- Optimize website for speed, performance, and search engine visibility (SEO) to improve visibility and drive organic traffic.
- Implement security measures to protect websites from threats.
- Monitor website traffic, performance metrics, and user engagement to identify areas for improvement.
- Keep websites up-to-date with the latest technologies and best practices.

##### Google Ads:

- Setting up and launching campaigns. This includes defining campaign objectives, targeting audiences, and setting budgets.
- Regularly analyzing campaign performance, identifying areas for improvement, and making adjustments to bids, keywords, and ad copy.
- Adjusting bid strategies. This includes choosing the right bidding strategy (e.g., manual, automated) and fine-tuning bids to maximize ROI.
- Allocating budgets effectively and ensuring that campaigns stay within budget constraints.
- Identifying relevant keywords that target audience members are likely to search for.
- Assessing the potential of different keywords and choosing the most impactful ones.
- Choosing the right match types (e.g., broad, exact, phrase) to ensure ads appear to the right audience.

##### Graphic Design:

- Creating of logos, Business cards, Promotional banners, layouts for print and digital publications.

## Skills

- Responsive Web Design
- HTML and CSS coding
- Website Maintenance
- Website Design
- Website Development
- Xampp
- Online Advertising
- Google Ads
- Google Merchant
- Google Analytics
- Search Engine Optimization "SEO"
- Wordpress CMS
- Opencart SMS
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- CoreDRAW
- Micosoft Office

### **Product Costing:**

- Determining the total expenses associated with manufacturing a product, including direct costs like materials and labour.
- Evaluating how products are made to identify areas where costs can be reduced or efficiency can be improved.
- Calculating the cost of materials, labour, and overhead to determine the total cost of production for a product.
- Preparing reports that detail the costs of producing specific products or product lines.
- Working with purchasing, engineering, and sales teams to gather necessary information and data.
- Suggesting ways to reduce costs without compromising quality or production efficiency.
- Estimating the cost of producing new products before they are launched.
- Helping determine the price of products to ensure profitability.

### **CNC Machining and Programming:**

- Setting up and operating CNC machining: This includes loading materials, adjusting machine settings, and monitoring the process.
- Programming: Writing and testing the code that controls the machine's movements and operations.
- Making adjustments to ensure accuracy and efficiency: Fine tuning the machine's parameters to achieve the desired result.
- Performing quality checks: Inspecting finished parts to ensure they meet the required standards.
- Troubleshooting and diagnosing machine malfunctions: Identifying and resolving issues that may arise during the production process.

## **Administration Clerk/ IT Support - 01-2003 to 03-2007**

Appies Incorporated, Tygervalley, 021 914 1401

### **Duties:**

- sorting documents alphabetically, numerically, or by subject matter, creating new files, and ensuring all paperwork is stored in its designated place.
- Responding to requests for documents and locating them efficiently.
- Converting paper documents into digital formats and uploading them to electronic databases.
- Keeping files current with new information and removing outdated or obsolete records.

## **Medical Filing Clerk - 01-2001 to 12-2002**

Medi Clinic, Somerset West, 021 850 9000

### **Duties:**

- Supported the clinical team by providing necessary documentation for patient care coordination.
- Reduced lost or misplaced files by implementing a detailed tracking system for all medical documents.
- Maintained confidentiality of sensitive patient information by adhering to guidelines and company policies.
- Enhanced office efficiency by processing and filing incoming medical records in a timely manner.
- Simplified access to archived records for authorized personnel using a color-coded labeling system that streamlined storage and retrieval processes.

## **Last school attended**

- Zandvliet Secondary School: 2000
- Highest standard past: Matric

## **Computer Career Training College**

Executive PC Technical And Management Computer Diploma

### **General Subjects:**

- CV's and Interviewing, Conference and Meetings, Spreadsheet Designing, Portfolios, Telephone Skills, Touch Typing

### **Computer Subjects:**

- Operating Systems, Introduction to PC's, Windows 98 and 2000, MS Dos

### **Microsoft Office Suite 2000:**

- MS Excel - Advance, MS Word - Advance, MS PowerPoint -Advance, MS Access -Advance, MS Publisher - Advance, MS Frontpage -Advance

### **Corel Wordperfect Suite 2000:**

- Coral Quattro Pro, Corel Word Perfect, Coral Presentations

### **Lotus Smart Suite 2000:**

- Lotus 1-2-3, Lotus Word Pro, Lotus Freelance, Lotus Approach

### **Accounting:**

- Pastel Version 6, Accounting

### **Computer Communication:**

- Internet and Email

### **A+ Curriculum ( Computer Tech.):**

- Computer Assembling, Upgrading and Repairing, CD Rom and Multimedia Systems, Windows 2000 Professional, Modems and Communications, Printers and Virus Checking, Navigating Dos and Windows, Networking, PC Technologies, Software Installations, LAN's Wan's and the Internet

### **Business Administration:**

- Cashbook - UIF, Petty Cash - VAT, Income and Expenses, SDR, Reconciliation Statement SARS, Salaries

### **Graphic / Website Designing:**

- Website Designing, Coral Draw, Coral Photo Paint, Dreamweaver, Fireworks

### **Programming:**

- HTML and DHTML, Theory and Practical, Java Script / VB Script