

Lethabo Baloyi

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Portfolio: <https://lethabobaloyiportfolio.com>

Professional Summary

Versatile and results-driven Full-Stack Developer and UI/UX enthusiast with 3+ years of practical experience in web development, data analytics, and network infrastructure. Skilled in creating responsive, user-centered web applications and engaging digital interfaces. Adept at front-end and back-end development, data visualization, and improving digital experiences across emerging markets. Strong communicator with a focus on usability, accessibility, and conversion optimization.

Experience

Intern – Emerging Markets & Digital Marketing

Metrofibre Networks | Aug 2022 – Present

- Conduct market trend research and consumer behavior analysis for emerging markets
- Develop and implement go-to-market strategies for digital products
- Draft SSP commission and holdover reports; assist resellers with SSP portal issues, password resets, and account information
- Act as a liaison between departments and resellers to troubleshoot and resolve client-related queries
- Extract and clean data from multiple sources; perform data analysis to identify trends and present insights using visualizations (charts, tables, graphs)
- Maintain data systems for accuracy and accessibility
- Junior Full-Stack Developer: Collaborated on website enhancements, user interface improvements, and customer messaging templates
- Coded client-side and server-side functionality (HTML, CSS, JavaScript, Angular, PHP, .NET)
- Created responsive and mobile-friendly UI designs optimized for various screen sizes
- Integrated third-party APIs to expand site functionality (e.g., mapping, social media sharing)

- Participated in UI/UX improvement initiatives to increase engagement and conversion

Sales Team Leader

Fragrances with Dee | Jun 2023 – Jul 2024

- Analyzed sales data and developed dashboards to monitor KPIs
- Created data visualizations to support strategic decision-making
- Modeled sales forecasts and identified growth opportunities
- Encouraged innovation and experimentation in digital outreach and customer interaction

Education

Diploma in Information Technology – Alison | Completed, Feb 2024

Bachelor's in Business Administration – Eduvos | Jan – Jun 2023 (Incomplete)

Matric – Bachelor's Pass – Tersia King Learning Academy | 2022

Certifications

CompTIA A+ & Intermediate Cloud – Alison

ITIL 4 Fundamentals – Alison

Foundational C# Course – Microsoft (91%)

Cyber Awareness & Fiber Optics Training – Metrofibre (Phishing, Ransomware, FTTH Systems, USB Security, FOA certified)

Technical Skills

- Frontend: HTML, CSS, JavaScript, Angular, WordPress, Figma, Adobe XD
- Backend: PHP, C#, .NET, Python, SQL
- Database & DevOps: MySQL, XAMPP, Git, REST APIs, Version Control
- Design & UX: UI/UX Design, Prototyping, Wire framing , Responsive Design, Accessibility (WCAG), Cross -Browser Compatibility
- Tools & Infrastructure : Power BI, Microsoft 365, Linux, TP -Link, Ubiquity, Mikrotik, Juniper,VOIP
- Soft Skills: Communication, Teamwork, Decision -making, Customer Support, Problem Solving, Presentation

References

Calvin Kudiwapfava

Internship Tutor – I.T, Metrofibre Networks

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Loyiso Sipayile

Workplace mentor

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