

Shany Bouwer.

Marketing, websites & the systems underneath

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PROFILE

I trained in forensic investigation and now investigate why businesses aren't working online, then build the fix. I'm currently the sole marketing and IT person for a telecoms retail group with two brands and more than twenty stores, working across websites, a sales CRM, SEO, content and IT. I use AI tools to move faster and keep a human sign-off on everything that goes live.

EXPERIENCE

Digital Marketing & IT

Vshopper (B2C online store) & Business Intelligent Solutions (B2B) Current role

- **Built and launched bisza.co.za from scratch** on GitHub, Vercel and Supabase: eight solution pages, a 63-product catalogue and three interactive lead tools.
- **Designed and built a custom sales CRM** with role-based access enforced in the database, automatic website lead capture and consultant alerts. Gathered requirements from sales, finance and the repair centre and ran a phased test rollout.
- **Took the online store from invisible in search to 4-5 organic quote requests a week**, with no ad spend. Fixed 189 broken URLs with 121 redirects and set up a weekly redirect watcher.
- **Set up SEO from zero for both sites:** audits, position tracking including AI search visibility, and a fix for a setting that stopped Google indexing 39 pages. Store SEO audit grade C+ to B+, with on-page SEO B+ to A+ (Jul to Sep 2026).
- **Automated the monthly supplier-catalogue update** across both websites and four social platforms, with a draft-and-review queue and a single go-live day.
- **Built monthly content systems for two brands** on LinkedIn, Instagram, Facebook and TikTok: Canva brand templates, carousels, reels and content calendars.
- **Designed campaigns and brand material:** staff incentive flyers, store flyers, 94 website images, 17 banners, a seven-variation logo system and an email signature generator.
- **Ran the IT underneath:** migrated the store's live domain DNS (Shopify, Microsoft 365, SPF, DKIM, DMARC), supported head office and 20+ stores, and led the WhatsApp Business API vendor evaluation.

This one-page CV focuses on my field of study: marketing, websites and IT. My full CV and complete work history are available on request.

Case files, SEO audit reports and a CRM demo you can click: shany-bouwer.com

PROOF, IN NUMBERS

Pages found hiding from Google **39**

Organic quote requests / week **0→5**

Dead links fixed **189**

Job titles, one person **10**

EDUCATION

BSc Computing

four modules from completion

Certificate in Digital Marketing & Graphic Design

Forensic studies & criminal psychology

Personal Training · Sport Psychology

SKILLS

WEB & DATA

Next.js, TypeScript, Tailwind, Supabase (Postgres, RLS), Vercel, GitHub, Resend, Python

COMMERCE & SEO

Shopify, Search Console, GA4, Tag Manager, Merchant Center, Ahrefs, SEMrush

MARKETING

Meta ads setup, TikTok, LinkedIn, content strategy, B2B & B2C copywriting

DESIGN

Canva, brand systems, campaign and print design

IT

DNS & email security (SPF, DKIM, DMARC), Microsoft 365, hardware & network support

AI

Claude, Claude Code, workflow automation with human review

ALSO CERTIFIED

Firefighting · First Aid · and a drawer full of short courses. I like learning.

CURRENTLY LEARNING

Sales, lead generation and more AI.