

ANGEL JACOBS

Automation Architect | Custom App
Developer | AI Model Trainer | Digital
Systems Consultant

www.secunda24.co.za

jay@secunda24.co.za



[My Online
Portfolio](#)

Professional Summary

Multidisciplinary digital professional with experience in custom app development, business automation, AI model training, web development, and digital systems design. I build structured solutions that connect workflows, reduce manual processes, and improve operational efficiency. My background spans automation architecture, website development, content systems, SEO, and AI-assisted workflows, with a strong focus on scalable execution, platform integration, and practical business results.

Experience

AI Model Trainer

Google / Gemini – Specializing in training AI models and content management solutions.

*March 2024 to Present - Contract Based
(2 years)*

- Developed and implemented AI training protocols, enhancing model performance.
- Collaborated with teams to refine data annotation processes, ensuring high-quality outputs.
- Managed multiple projects simultaneously, meeting tight deadlines with precision.
- Conducted workshops on best practices for AI evaluation and content strategies.

Business Automation / Consultant

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*March 2024 to Present
(2 years)*

- Design and build custom business applications tailored to client workflows and operational requirements.
- Architect automation systems that connect CRM, marketing, sales, and operational tools into streamlined digital workflows.
- Develop structured automation solutions to reduce repetitive admin, improve efficiency, and support scalable business operations.
- Build and manage websites and digital platforms with attention to user flow, system structure, and performance.
- Support end-to-end digital transformation initiatives, including workflow design, integration planning, content systems, and platform optimization.
- Contribute to strategic digital execution across automation, app development, web infrastructure, and performance-focused online systems.

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Content Editor

RE/MAX South Africa

January 2020 to March 2024

(4 years)

- Developed and implemented Website protocols, enhancing responsive performance.
- Collaborated with teams to refine content posts on landing pages and social media.
- Managed multiple projects simultaneously, meeting tight deadlines with precision.
- Conducted workshops on best practices for AI evaluation and content strategies.

Business Automation / Consultant

Independent Digital & Web Projects / Freelance Technology Work

2017 to 2020

(3 years)

- Worked on independent web development,
- CMS management,
- SEO,
- Digital publishing,
- and online business systems projects.

Built and maintained websites, optimized digital workflows, implemented CMS solutions, and supported small business digital infrastructure and online operations.

IT Manager & Digital Systems Lead

Independent Digital & Web Projects / Freelance Technology Work

2008 to 2017

(9 years)

- Managed internal IT systems supporting property sales and rental operations.
- Maintained databases, digital workflows, and operational systems while improving reliability,
- Provided hands-on technical support, systems troubleshooting, workflow optimization, and integration between business operations and digital platforms.
- Digital publishing,
- and online business systems projects.

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IT Support Technician

Unison Communications

2005 to 2008

(3 years)

- Provided onsite and remote IT support for multiple FNB branches, including workstation maintenance,
- network troubleshooting,
- infrastructure support,
- and technical issue resolution for mission-critical banking systems.
- Responsibilities included system documentation, hardware/software support, user assistance, and maintaining operational uptime within enterprise environments.

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Key Skills

Content & Editorial:

- Content Editing & Digital Publishing
- Technical & Creative Writing
- Prompt Engineering & Annotation
- Structured Data Labeling
- Quality Assurance & Red Teaming
- SEO Optimization & Editorial Strategy
- Instruction-Following Evaluation & Policy Alignment

Digital & Social Media Marketing:

- Social Media Strategy & Campaign Management (Facebook, LinkedIn, Instagram, TikTok)
- Paid Ads Management & ROI Analysis
- Short-Form Video & Digital Content Production (Reels, YouTube, TikTok, Subtitles)
- Graphic Design & Visual Composition (Thumbnails, Social Creatives, Layouts)
- Motion Graphics & Basic Animation

AI & Technology:

- AI Model Training & Evaluation (GPT-4/5, Multimodal Systems)
- Model Reasoning, Hallucination Detection & Bias Analysis
- Comparative Model Ranking & Red-Teaming
- Generative AI Content Creation & Review
- Automation Tools & Workflow Optimization (Zapier, WP Automations)

App Development & Automation

- Custom App Development
- Business Process Automation
- Workflow Architecture
- CRM, Sales & Marketing System Integration
- Process Optimization & Operational Efficiency
- Automation Strategy for SMEs
- AI-Assisted Workflow Design

Web & CMS:

- Web Development & CMS Expertise (WordPress, AEM, Webflow, Wix, Squarespace, Elementor)
- Adobe CMS & AEM Workflows
- Content Management, Version Control & Platform Integration

Collaboration & Productivity:

- Stakeholder Collaboration & Remote Project Management
- Asynchronous Workflow & Task Management (Asana, Monday.com, Notion, Slack, ClickUp)
- High Attention to Detail & Process Optimization

Education

AI Engineering – Currently Enrolled

Institution: Robert Kennedy College

Year of Graduation: Expected 2026

- Microsoft Certified Systems Engineer (MCSE)
- CompTIA Security+ Certification
- NQF Level 5 Real Estate Qualification

Bachelor of Science in Computer Science & Engineering

Institution: University of the Witwatersrand

Year of Graduation: 2004

- Graduated with Distinction
- Dean's List for Academic Excellence
- Participated in various tech workshops and seminars

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TOOLS & PLATFORMS

Design & Visual Content:

- Adobe Photoshop, Illustrator, InDesign, XD
- Figma, Canva, Sketch, InVision
- Lightroom, CapCut, Affinity Designer
- Adobe Firefly (AI-generated visuals)
- Graphic Design for web, social media, and print campaigns
- Thumbnail creation, social media creatives, banners, layouts

Video Production & Audio Tools:

- Adobe Premiere Pro, After Effects
- Descript, Runway ML, Suno AI, Pika Labs, ElevenLabs, Synthesia
- CapCut, Final Cut Pro (basic use)
- Video editing: short-form content, reels, YouTube, TikTok, subtitles
- Motion graphics, animation, transitions, and post-production workflows
- Audio editing, voice-over integration, AI-assisted video generation

Web Development & CMS Platforms:

- Adobe Experience Manager (AEM), WordPress, Webflow, Wix, Squarespace, Elementor
- HTML, CSS, basic JavaScript integration
- Website content management, publishing workflows, and version control
- Responsive design optimization and asset management

SEO & Analytics:

- Yoast SEO, Surfer SEO, Google Search Console
- Grammarly, Hemingway Editor, SEO auditing and content scoring
- Keyword research, content optimization, meta-data and schema tagging
- Analytics tracking: Google Analytics, data-driven content insights
- On-page and off-page SEO strategy implementation

AI & Generative Tools:

- ChatGPT (GPT-4/5), Jasper AI, Copy.ai
- Adobe Firefly (image generation), MidJourney (visual generation)
- Runway ML, Pika Labs, Suno AI, Descript, ElevenLabs, Synthesia
- AI-assisted content generation, editing, summarization, and refinement
- Prompt engineering, model evaluation, and content safety testing

Workflow & Productivity Tools:

- Asana, Monday.com, ClickUp, Notion, Slack, Google Workspace
- Task tracking, collaboration, project management, and remote workflows
- Version control, asynchronous work, and cross-platform coordination