

LEBONE RACHIDI

Germiston, Gauteng, South Africa • +27 61 455 2295 • rachidilebone@gmail.com
<https://www.linkedin.com/in/lebone-rachidi/>

PROFESSIONAL SUMMARY

Operations and systems builder with a marketing foundation, experienced in designing the middle layer that makes businesses run: workflows, templates, SOPs, and reporting rhythms that improve control, coordination, and fulfilment. In a growing multi-store retail SME, built lightweight operating systems in Google Workspace, implemented POS processes, standardized customer-to-order workflows, and coordinated information flow across customers, production, and stock movement. Currently co-founding SeedTech, running daily lead sourcing/qualification on Upwork and maintaining proposal templates for Loom-based applications. Seeking fully remote roles in Operations Coordination, Support Ops, Sales Ops, Business/Sales Development or Implementation/Onboarding support.

PROFESSIONAL EXPERIENCE

Head of Strategy & Innovation (Operations & Systems Lead)

Nov 2024 – Aug 2025

ScottyUzi Merchandise

- Designed and operated a lightweight “ERP” ecosystem in Google Workspace to unify order capture, fulfilment handovers, inventory coordination, and weekly reporting (single source of truth + SOP-driven execution).
 - Built and ran a structured social commerce channel (Instagram + WhatsApp) with scripts, order routines, and handover docs; captured incremental online revenue of ~R30,000–R50,000/month on top of core sales of ~R200,000–R250,000/month (tracked via customer/order records).
 - Managed customer conversations end-to-end; handled ~100–150 messages/week in normal weeks and ~200–250 messages/week in sale weeks; processed ~10–20 orders/week normally and ~80–100 orders/week during sale weeks.
 - Implemented Yoco POS across all stores (Hatfield, Braamfontein, Katlehong): completed setup, delivered in-person demos, and created company-specific SOPs to match in-stock vs made-to-order workflows.
 - Coordinated production planning and stock movement across three locations; decided transfers and allocation logic to ring-fence customer orders while replenishing high-demand store inventory.
 - Established a weekly cash-up rhythm: collected daily cash/card figures and expenses, reconciled weekly totals, and delivered Monday summaries used by the founder for purchasing, planning, and issue resolution.
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ENTREPRENEURSHIP & PROJECT EXPERIENCE

Co-founder (Upwork Lead Gen & Proposals)

Aug 2025 – Present

Inter-SeedTech

- Built the Upwork acquisition workflow: developed qualification filters and keyword logic aligned to “marketing data warehouse” demand signals (e.g., GTM, Looker Studio, BigQuery, GTM/Tag Manager, dashboards, CAPI).
- Run daily job sourcing and qualification; shortlist 4–5 qualified opportunities per day for the technical lead to review and select 2 tailored applications (each supported by a custom Loom approach video).
- Wrote and maintained proposal templates used alongside Loom-based applications to standardize clarity, scope framing, and bid quality.
- Conducted hands-on prospect research using BuiltWith; evaluated outbound feasibility and pivoted away due to limited contact access/reliability; tested Apollo as a better-fit option (currently cost-constrained)

Co-founder (Pricing, Strategy & Business Setup)

Dec 2025 – Present

MaT Sanitisation Solutions

- Designed the service pricing logic and feasibility assumptions (time per bin, chemical usage, and operating cost considerations) to support sustainable margins.
- Defined targeting strategy prioritizing estate/HOA decision-makers (single decision-maker controlling large residential areas) to improve deal economics and operational efficiency.
- Set up business infrastructure: purchased domain and configured business email via Truehost email hosting for future outreach.
- Proposed product add-ons as lead magnets for non-service buyers: bin-hanging odour absorption sachet and 240L heavy-duty liner concept with sealing string.

Independent Business Consulting (Pro Bono)

Nov 2025 – Dec 2025

- Conducted ~20 pro bono consultations with local business owners using a structured discovery framework to diagnose constraints and recommend practical improvements (strategy, systems, operations).
- Scoped gaps between advice vs implementation and produced actionable next steps where owners could execute independently.

CORE SKILLS

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|---------------------------|-----------------------------|
| • Operations Coordination | • Stakeholder Communication |
| • Process Improvement | • Pricing Strategy |
| • SOP Development | • Inventory Coordination |
| • Workflow Design | • Lead Generation |
| • Project Coordination | • Proposal Writing |

TOOLS & SYSTEMS

Microsoft 365 (Word, Excel, PPT) | Google Workspace (Sheets, Docs, Forms, Drive) | Canva | Yoco POS | Upwork | Loom | Apollo | BuiltWith | Snov.io | ChatGPT/LLMs | OpenAI Codex | Google AI Studio | WebSim

EDUCATION

University of Witwatersrand
BComHons - Marketing (Honours)

Feb 2024 - Nov 2024

University of Witwatersrand
BCom - Marketing, Insurance & Risk Management

2019 - 2023

LANGUAGE & ADDITIONAL INFORMATION

Languages: English, Pedi, Zulu

REFERENCES

Kabelo Mohlabeng
Founder, ScottyUzi Merchandise
+27 84 885 7865 | kabelomohlabeng364@gmail.com

Ntsika Gqiba
Co-Founder, Inter-SeedTech
+27 81 538 6865 | ntsikanatural@gmail.com