

RESUME

OF:

Mr. Lorenzo Delano

APPLYING FOR:

JEFF WALKER'S/PLF CONTENT DESIGNER



WHY I'M YOUR GUY

Whatever I get myself involved in I improve. If I can't, I move on. I learn continuously and don't plan to stop any time soon. In the last year I learned more about marketing, UX design, online marketing, product launches, and start-ups in the last year than what most would take a lifetime to never learn. Ok, maybe not that much but...

Whether Ramit Sethi's Zero to Launch, Eben Pagan's Marketing Step-by-Step, Frank Kern's List Control, Ryan Holiday's PR Strategies, I've studied and applied it all and I must tell you, this stuff gets me going. Especially in an emerging market such as South Africa.

So why work for Jeff Walker when things are going so well here and have so much potential? Because I realised that if I'm going to reach my full potential and consequently give and do my best, I need to become part of a brand/team who can render my services, skills, and ideas more valuable than I ever could on my own. 😊

1 of 3—PERSONAL PROFILE:

PERSONAL DETAILS			
FIRST NAME:	Lorenzo	LAST NAME:	Delano
AGE:	27 Years Old	IDENTITY NUMBER:	8712075817082
DATE OF BIRTH:	7 December 1987	SEX/GENDER:	Male
NATIONALITY:	South African	RACE:	Caucasian
MARITAL STATUS:	Single	CHILDREN:	No
LANGUAGES:	English, Afrikaans, Mandarin Chinese	PHYSICAL APPEARANCE:	Dark Hair, Blue Eyes, Medium Build
DRIVER'S LICENSE:	Car (Code 08 International)	HEALTH:	Excellent (non-smoker, sober habits)
BLOG:	www.lorenzodelano.com	WEBSITE:	www.artrepreneurs.co.za
MOBILE:	+27 (0) 76 816 4766	EMAIL:	lorenzo@lorenzodelano.com

PERSONAL IDENTITY	
WHO AM I:	I see myself as leader, philosopher, and strategist. Whatever I get involved in I improve upon as a way to master myself.
MY 5 HIGHEST VALUES (TELOS):	1. Learn (marketing, influence, human behaviour, philosophy) 2. Develop (strategize and develop the next best approach) 3. Teach (I don't shut up. I teach as I learn, all the time.) 4. Move (I'm always moving when I'm not in front of my mac) 5. Music (I have a keen ear for sounds/silences that inspire)
CORE BELIEF:	I believe we are here to experience the joy of continuously recreating the next best version of who we really are.
MISSION:	I am here to joyfully play my role in maximising humanity's joy through the continuous recreating of the next best version of who we really are. Serving one person at a time. Inspiring one entrepreneur at a time.
5 PRIMARY SKILLS:	1. Learn (I excel in linguistic, inter-personal, and physical-based skills) 2. Teach (Very good at instructing, demonstrating, and serving others) 3. Influence (Selling, marketing, and inspiring others comes naturally) 4. Improve (I have a knack for making things work better) 5. Innovate (Skilful at organising, designing, and developing)
TOP 3 SUBJECT INTERESTS:	1. Marketing, Inspiring, and Reaching People 2. Human Behaviour, Psychology, Relationships, Philosophy 3. Wellbeing, Movement, Health, Fitness

2 of 3—EDUCATION (FORMAL & INFORMAL):

2011 – Present: (Self-study: 3 Years)

INSTITUTE: **Lorenzo's Library (Business, Science, Philosophy, Human Movement)**

DESCRIPTION: Due to my autodidactic nature and multidisciplinary interests I have found the last 3 years of self-study coupled with running a small business more valuable (for myself and others) than all my previous formal education and work experience combined.

2010 – 2010: (Full Time: 2 Months)

INSTITUTE: **Evolved Coaching (BSUM1)**

QUALIFICATION: **Certificate – COMENSA Accredited:** NLP (Neuro-Linguistic Programming) Master Practitioner, Coaching Success (Business Start-up)

REFERENCE: www.bsum1.org | Facilitator: Peter Redelinghuys | Tel: [+27 87 802 7204](tel:+27878027204)

2008 – 2009: (Full Time: 1 Year)

INSTITUTE: **ETA College (Exercise Teacher's Academy)**

QUALIFICATION: **Certificate – Fitness (Level 5 ID 23374):** 1-on-1 and Group Fitness Instructor, Indoor Cycling (Spinning) Instructor, and Massage Therapy Basics (PhyzLife Accredited)

REFERENCE: www.etacollege.com | Dean: Wian de Wet | Tel: [+27 12 665 0475](tel:+27126650475)

2005 – 2008: (Part Time: 3 Years)

INSTITUTE: **Pretoria Chinese School (斐京華僑公學)**

QUALIFICATION: **Certificate – Level 3:** Mandarin Proficiency (International Standard)

AWARDS: Placed 1st in the 2009 South African trials for the 8th Chinese Bridge/Proficiency Competition for Foreign College Students (Represented South Africa in China)

REFERENCE: www.pretoriachineseschool.co.za | Tutor: Angela Liu | Tel: [+27 12 345 2446](tel:+27123452446)

3 of 3—WORK/EMPLOYMENT HISTORY:

2014 – 2015: (Full Time: 1 Year – Present)

COMPANY: **Artrepreneurs (Consulting)**

JOB DESCRIPTION: **Self-employed Online Marketing Consultant**

JOB DUTIES: Business Coaching, Online Marketing, PPC, SEO, Website/Landing/Sales/Membership Page Development, Market Research, Content Development

2011 – 2013: (Full Time: 3 Years – Sold Business in Jan of 2014)

COMPANY: **Wi-move Gym – Menlo Park, Pretoria, SA (Consulting)**

JOB DESCRIPTION: Self-employed Gym Owner, Consultant, Fitness Instructor

JOB DUTIES: Open/Close Gym, Consulting, Programming, 1-on-1/Group Fitness Instructing, Direct & Online Sales and Marketing, Hire, Train, Manage, & Fire Staff/Instructors, Financials, & Maintenance

2009 – 2011: (Full Time: 2 Years)

COMPANY: **Ballistix CrossFit Gym – Garsfontein, Pretoria (Coaching)**

JOB DESCRIPTION: Fitness Instructor

JOB DUTIES: Open/Close Gym, Programming, 1-on-1 and Group Fitness Instructing

REFERENCE: Employer: Neil Scholtz (Owner) | Tel: +27 82 304 8623

2007 – 2009: (Full Time: 1 ½ Years)

COMPANY: **Java Coffee Shop – Menlo Park, Pretoria, SA (Restaurant)**

JOB DESCRIPTION: Restaurant Manager

JOB DUTIES: Open/Close Restaurant, Hire, Train, Manage, & Fire Waitrons, Stock Take, Customer Service, and Restaurant Promotions

REFERENCE: Employer: Memos (Owner) | Tel: +27 82 551 1525

2007 – 2007: (Full Time: 6 Months)

COMPANY: **St. John's Foreign Language School – Shijiazhuang, China (Education)**

JOB DESCRIPTION: English Teacher

JOB DUTIES: Teach English (Kindergarten – Adults), Composing Assignments, Lead Workshops, Perform Needs Analysis, Course Design, Lesson Planning, Evaluation and Presentations

REFERENCE: Employer: Hilton (Manager) | Web: www.sjzfls.com

2005 – 2007: (Part Time: 2 Years)

COMPANY: **Adidas Store – Atterbury Value Mart, Pretoria, SA (Retail)**

JOB DESCRIPTION: Floor Salesman

JOB DUTIES: Selling, Front Desk Customer Service, Stock Control, Computer Processing, Packaging and Arranging of Sportswear

REFERENCE: Employer: Keith (Store Manager) | Tel: +27 12 991 5792

2003 – 2005: (Part Time: 2 Years)

COMPANY: **Sidewalk Surfer Outlet – Menlyn Park, Pretoria, SA (Retail)**

JOB DESCRIPTION: Floor Salesman

JOB DUTIES: Selling, Front Desk Customer Service, Stock Control, Computer Processing, Packaging and Arranging of Clothing/Skateboard Accessories

REFERENCE: Employer: [Peter \(Area Manager\)](#) | Tel: +27 12 348 2162

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