Ivan du Plessis

AI Data Annotation Specialist | 📍 Southeast Asia–based | Open to APAC & EMEA Time Zone Roles

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PROFESSIONAL SUMMARY

Highly detail-oriented and analytical professional with extensive experience supporting digital marketing agencies, managing complex workflows, and maintaining data accuracy. Skilled in following precise annotation guidelines, labeling datasets, analyzing features, and delivering high-quality structured data. Seeking opportunities as an AI Data Annotation Specialist to contribute to training machine learning models and AI solutions with accurate, structured datasets.

WORK EXPERIENCE

Digital Biz Leads   **Atlanta, GA + Miami, FL**
AI Data Annotation Specialist / Digital Operations Specialist   *Jan 2023 – Present*
- Designed, labeled, and categorized 100+ ad creatives weekly in Canva, ensuring high-quality datasets for AI modeling while improving workflow efficiency and accuracy.
- Analyzed 50+ top-performing ad campaigns per niche, extracting key features and attributes to create structured, annotated datasets for AI analysis.
- Verified and structured lead generation forms and landing page data, connecting Twilio and GoHighLevel systems to ensure accurate CRM input and dataset consistency for downstream automation.

She Reigns Creative   **New York, NY + California, CA**
Customer Support Representative   *Jul 2022 - Dec 2022*
- Created and executed outbound email campaigns sent to 10,000+ prospects, including copywriting and image selection, while tracking engagement metrics to ensure accurate datasets for analysis and reporting.
- Executed A/B test result analysis, annotating outcomes and identifying patterns that increased conversion rates by 35%.
- Structured and organized landing page and appointment data, improving tracking accuracy by 30% and enabling high-quality datasets for performance reporting.

Whatagraph   **Vilnius, Europe**
Account Executive / Tech Support   *Jan 2022 - June 2022*
- Annotated client interaction data from 5+ daily demo calls, logging and categorizing interactions in Salesforce CRM to maintain high-quality datasets for reporting and AI insights.
- Categorized and annotated client interaction data across APAC (Australia, New Zealand, Malaysia, Singapore, India, Philippines), ensuring accurate datasets used for predictive insights and performance analysis.
- Managed structured data in multiple platforms (Slack, Zoom, Zendesk, Intercom) to maintain dataset consistency and workflow transparency.

Kitchen Bedroom Gallery (family business)   **Johannesburg, South Africa**
Sales Manager | Customer Support   *Jan 2010- Dec 2021*
- Standardized and annotated sales and client interaction data across 10 showrooms, creating structured datasets for analysis and replication of high-performing sales processes.
- Developed visual and textual reference datasets for training new sales staff, improving consistency and accuracy in communication and transactions.
- Monitored team performance metrics, generating structured reports that informed strategic decisions and increased turnover by 25% annually.

SKILLS & SYSTEMS

- ***Data Annotation & Analysis***: Data labeling • Categorization • Dataset structuring • Quality assurance • Pattern recognition • Feature tagging • Annotation guidelines compliance • A/B testing analysis • Ad content analysis
- ***Tools & Software:*** Canva • Meta Ads Library • Meta Business Suite • Facebook Ads Manager (Training) • GoHighLevel CRM • Salesforce • Slack • Notion • Google Workspace • WordPress • Elementor Pro • ClickFunnels
- ***Core Competencies:*** Attention to detail • Analytical thinking • Accuracy-focused • Workflow optimization • Problem-solving • Cross-platform data management • Time management • Communication

CAREER GOAL

To apply my detail-oriented and analytical skills in AI Data Annotation roles, ensuring high-quality datasets that enable effective machine learning and AI solutions, while contributing to training models and continuously improving workflow efficiency and accuracy.