

Moreblessings Chipangura

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<https://www.moreblessingsmarketing.com/>

Professional Summary

Passionate and data-driven marketing professional and certified project management specialist with a Bachelor's degree in Media and Marketing Communication. Proven experience optimizing business operations, driving brand awareness, and deploying AI-driven marketing automation workflows within high-tech and fintech enterprises. Expert at leveraging modern digital tools, project management methodologies, and creative design to maximize sales volumes and scale audience engagement.

Core Skills

- **Marketing Automation:** Make, Zapier, n8n, AI Scheduling (Zernio), Workflow Automation, Lead Nurturing, Automated Customer Engagement
- **Digital Marketing & Analytics:** Meta Campaign Management, Facebook Ads, WhatsApp Business Advertising, Google Analytics, SEO, Inbound Marketing, Content Creation, Blog Writing
- **Design & Content Management:** UI/UX Asset Creation, App Store Media Optimization, Canva, CapCut, Video Editing, WordPress, HubSpot, Shopify, WooCommerce
- **Project Management:** Agile Framework, Scrum Methodology, Sprint Planning, Jira Board Management, Backlog Grooming, Risk Management
- **Technical Exposure:** Python, JavaScript, Web Content Architecture

Professional Experience

Virtual Assistant

Bitwise Software Solutions Pty Ltd | Cape Town, South Africa (Remote)

June 2024 – Present

- Orchestrated back-office operations and reduced administrative overhead by managing software subscription efficiencies through SetApp optimization platforms.

- Architected end-to-end automated scheduling systems utilizing Calendly, eliminating manual coordination delays for internal and external corporate meetings.
- Spearheaded global contractor payment lifecycles and automated invoicing systems via Remote and QuickBooks integrations to ensure seamless financial compliance.
- Monitored digital workflows to scale operational capacity for a boutique tech and ecommerce consultancy firm.

Design Consultant (Internship)

Bitwise Software Solutions Pty Ltd | Cape Town, South Africa

June 2023 – June 2024

- Collaborated with cross-functional development teams to review, refine, and optimize User Interfaces (UI) and user journeys for enterprise mobile fintech software applications.
- Created, formatted, and optimized creative media assets to satisfy publishing deployment criteria on Google Play Store and Apple App Store.
- Facilitated Agile teams as an internal Scrum asset by updating Jira tracking environments to remove design blockers and ensure timely delivery of software updates.

Campaign Manager

Jusamusha (Lekker Commerce Pty Ltd) | Cape Town, South Africa (Ad-Hoc / Remote)

November 2023 – January 2024 & November 2024 – January 2025

- Directed end-to-end Meta digital advertisement campaign lifecycles during peak Black Friday and festive season commercial windows.
- Designed original brand visual concepts in Canva and coordinated with external graphic designers to produce scalable online and physical print media.
- Negotiated, scripted, and launched highly targeted influencer marketing strategies, expanding customer acquisition within underbanked and low-internet access target markets.
- Built and codified long-standing corporate brand design assets still utilized actively across company marketing literature.

Education

Bachelor of Arts Honours Degree in Media and Marketing Communication (HMMC)

University of Zimbabwe, Harare, Zimbabwe | *Graduated: 2026*

Program Diploma in Project Management

IBM, Berlin (Remote) | *Completed: 2026*

- Specialized Modules: Basics of Project Management, Change Management, Leadership and Team Development, Risk Management

Certifications

- **Inbound Marketing Certification** – HubSpot Academy
- **Agile Sprint Planning and Delivery with Jira** – Atlassian / Coursera
- **Google Analytics Individual Qualification** – Google
- **Introduction to Digital Marketing** – IBM

References

- **Sam (Co-Founder)** – Bitwise Software Solutions Pty Ltd | sam@bitwisesoftware.co.za | +27607813873
 - **Alex (Managing Director)** – Lekker Commerce Pty Ltd t/a Jusamusha | alex@lekkercommerce.co.za
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