

MOREBLESSINGS CHIPANGURA

Digital Marketing | Creative Design | Social Media | Project Management



BA Honours Degree in Media and Marketing Communication

Digital Marketing • Content Creation • Canva & Graphic Design • Video Editing
Social Media Management • Agile/Jira Project Management • AI & Marketing Automation

About Me

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

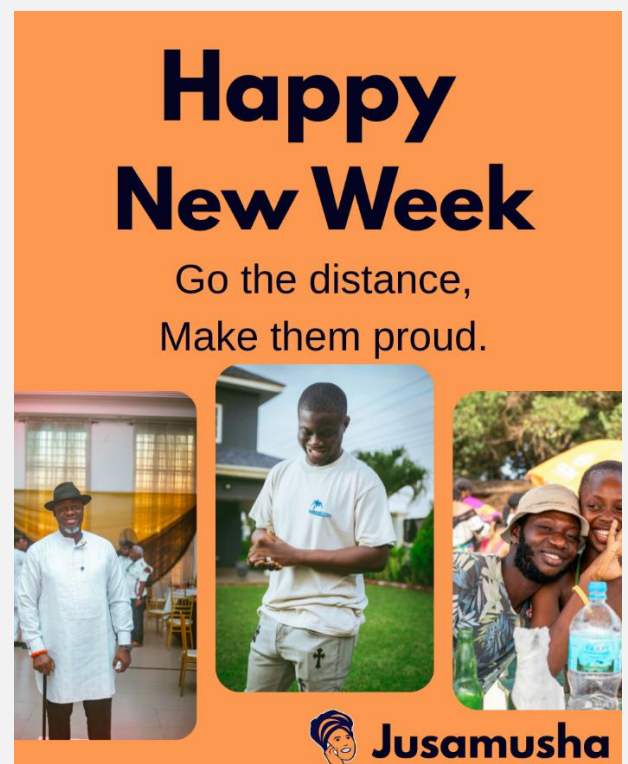
- **Marketing Automation:** Make, Zapier, n8n, AI Scheduling (Zernio), Workflow Automation, Lead Nurturing, Automated Customer Engagement
- **Digital Marketing & Analytics:** Meta Campaign Management, Facebook Ads, WhatsApp Business Advertising, Google Analytics, SEO, Inbound Marketing, Content Creation, 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

Graphic Design

A selection of creative design work posters, social media graphics, promotional content and campaign visuals.

Jusamusha Social Media Campaign

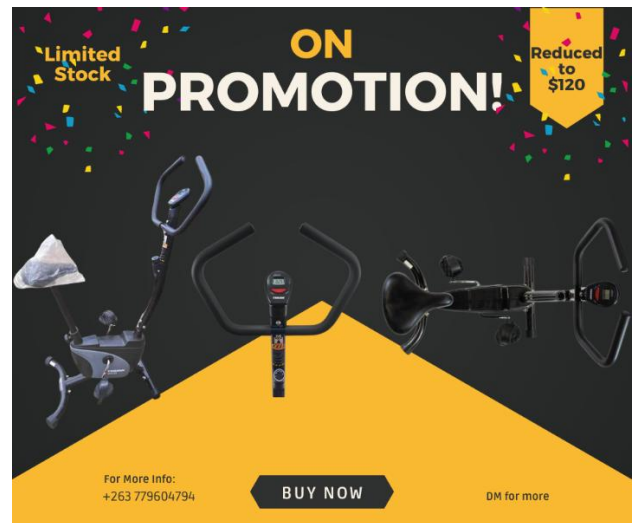
Tools: Canva





Other Projects

Tools: Canva





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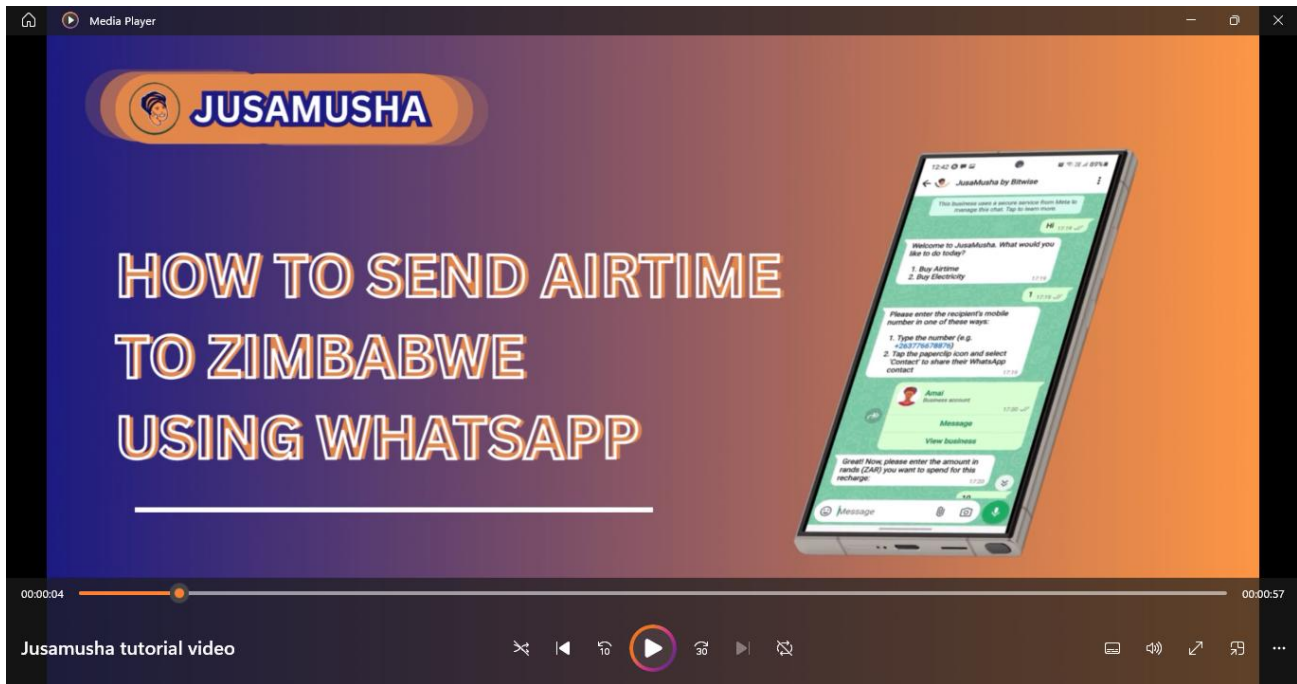
 <https://www.buyzimbabwe.co.zw>

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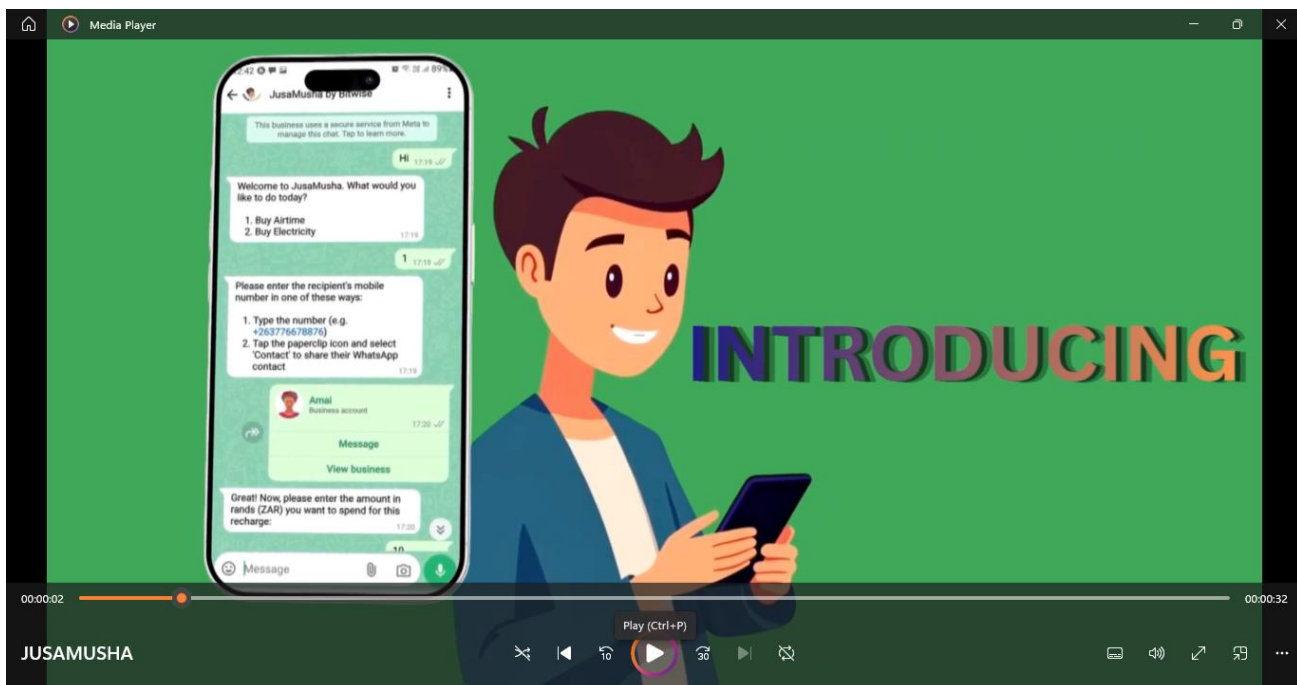
Video & Content Creation

Short-form and promotional video work created for social media and campaigns.

Tool: Canva



https://drive.google.com/file/d/1MXrkchhA5m1G1v1O9S_0QRr6wiGMsC43/view?usp=sharing



https://drive.google.com/file/d/1egef-4HOMl_qHkH_E1aLV2_1Yx8BIU8t/view?usp=sharing

Social Media Marketing

Strategic content and campaign work demonstrating brand communication, not just design output.

Shona Prince Technologies

Case Study: Shona Prince Technologies — Strategic Communication Plan

Problem

Shona Prince Technologies, an authorized Starlink retailer in Zimbabwe, had strong market positioning but minimal social media presence, low brand awareness, and weak customer communication — leaving real growth potential untapped.

Objective

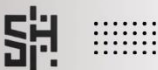
Raise Customer Satisfaction Score (CSAT) to 75% within 6 months, grow combined social media followers from 500 to 7,500 in Q1, and lift brand awareness from 15% to 50%+ while generating 25+ leads by Q2.

Strategy

- Deployed an AI-powered WhatsApp chatbot (via WATI) for 24/7 customer support
- Automated comment moderation and response using Make.com AI to cut spam and speed up replies
- Ran organic content and follower-growth campaigns across Facebook, Instagram, TikTok and X
- Launched Meta Ads and SEO optimization to boost visibility and lead generation
- Partnered with local influencers to extend reach and build trust
- Built a monitoring framework using Meta Insights, Google Analytics and WATI reporting to track CSAT, response time, and follower growth against target

Tools

Canva | WATI (WhatsApp Business API) | Make.com AI | Meta Ads | Google Analytics



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For More Information

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AI & Marketing Automation

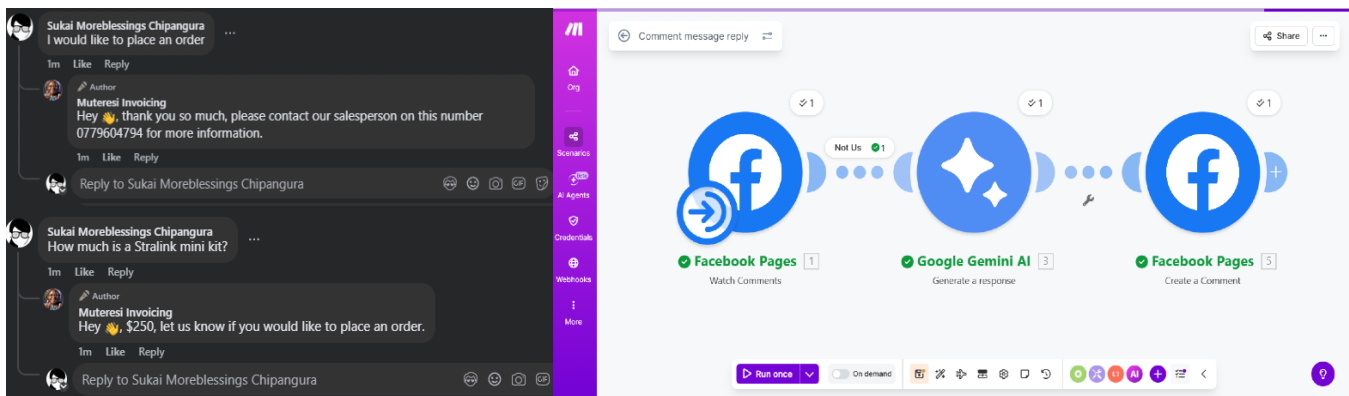
Practical experience building automation workflows that connect marketing, customer service and AI tools going beyond content creation into system-building.

Automated Social Media Comment Response

Tools: Make.com, Gemini AI, Facebook

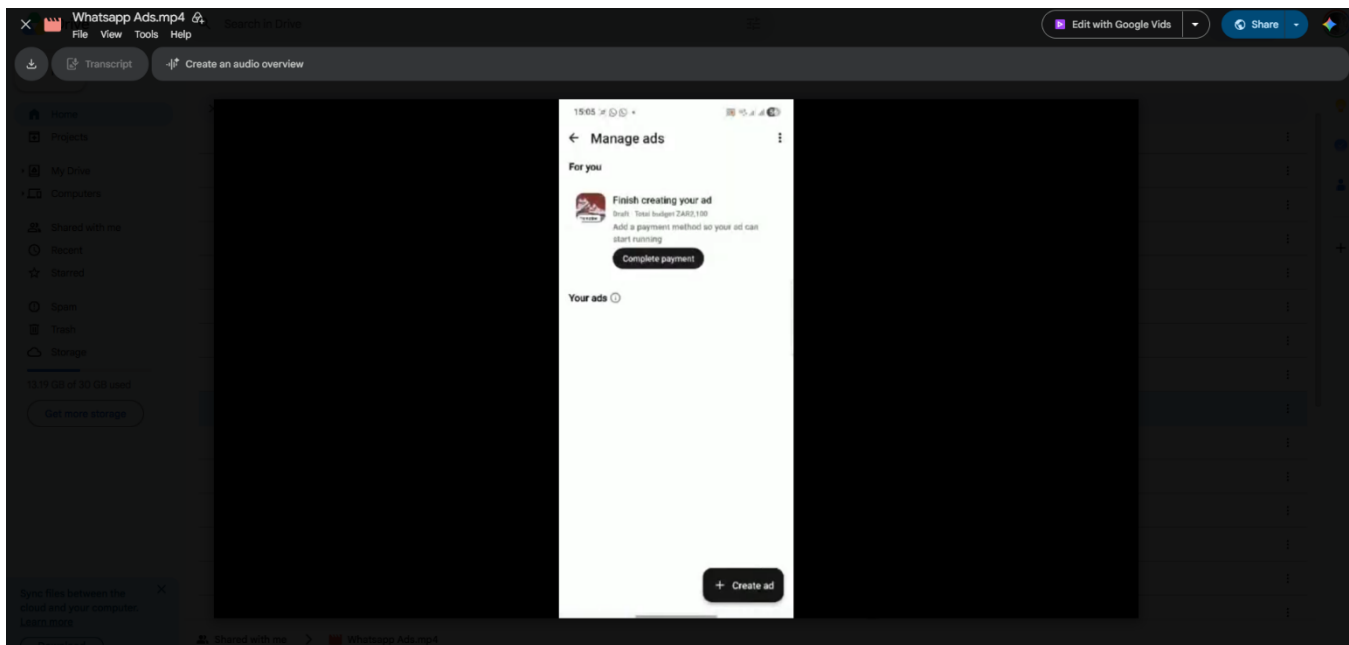
Built an automation scenario for a Facebook business page that triggers AI-powered replies to customer comments, using carefully drafted AI prompt

Customer Comment → Filter → Gemini AI → Automated Response



WhatsApp Business Status Ads

Short description of how the WhatsApp status ads work



https://drive.google.com/file/d/1j0qApMp6QJZC2oLQ6TDKHaUbZu5J8x_F/view?usp=sharing

Agile & Project Management

Evidence of managing marketing work using Agile/Scrum methodology in Jira.

Campaign Management Sprint — Jira

Project: Digital Marketing Campaign

Methodology: Agile / Scrum

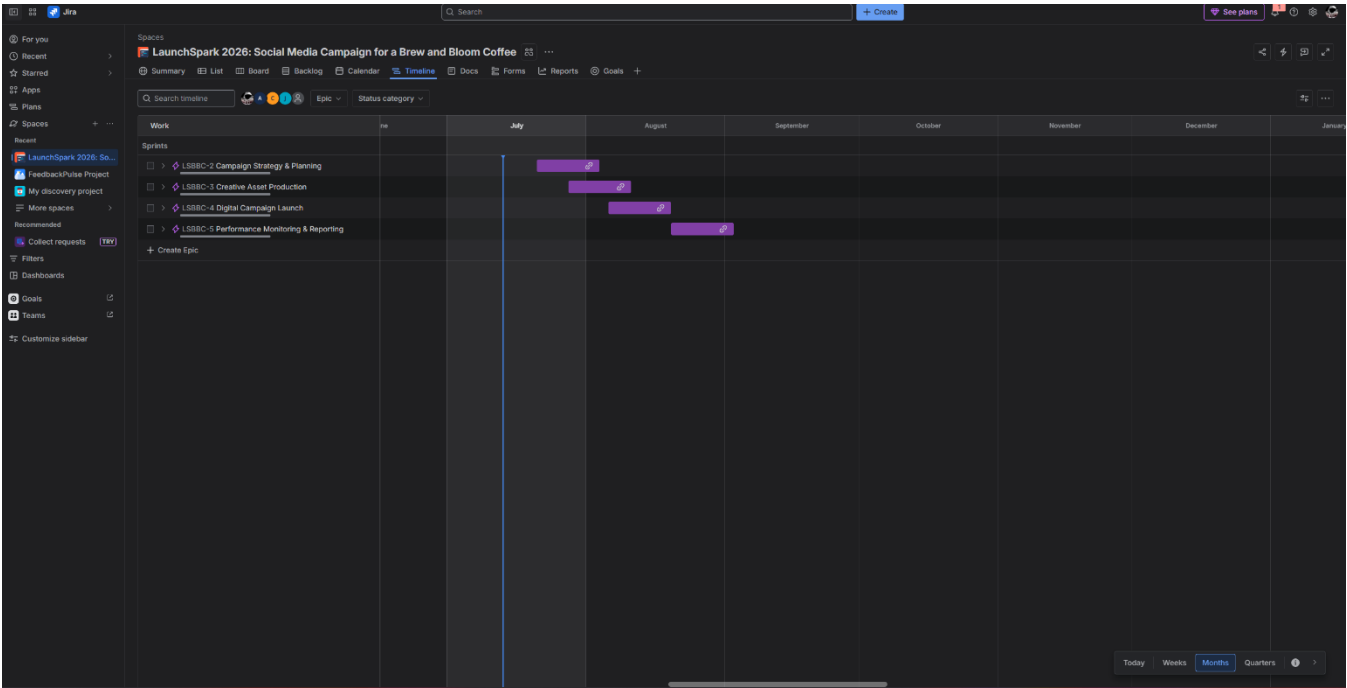
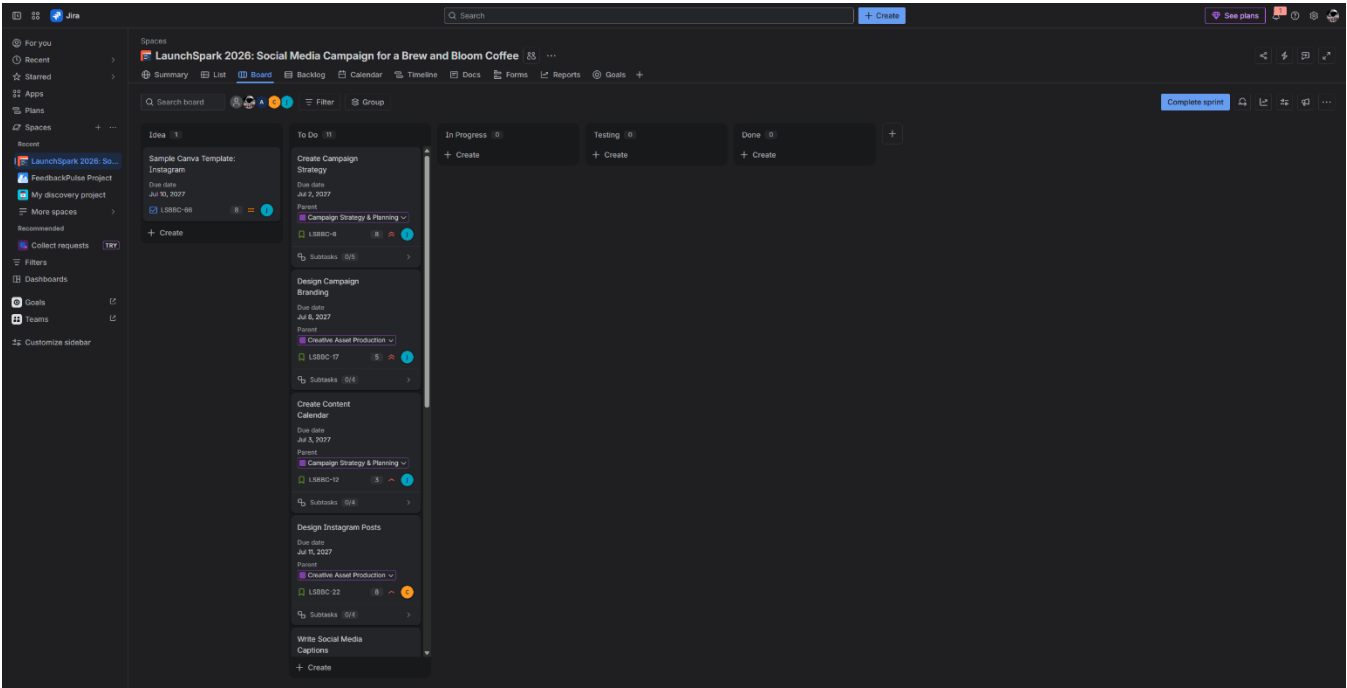
Tool: Atlassian Jira

My work included:

- Creating epics
- Breaking campaigns into user stories
- Creating and managing tasks
- Managing sprint work and tracking progress
- Managing dependencies
- Updating task statuses

Work	Assignee	Reporter	Priority	Status	Resolution	Created	Updated	Due date
LSBBC-66 Simple Cerve Template: Instagram	Jordan	Moreblessings	Medium	IDEA	Unresolved	Jul 13, 2026, 4:47 PM	Jul 13, 2026, 5:34 PM	Jul 10, 2027
LSBBC-2 Campaign Strategy & Planning	Moreblessings	Moreblessings	Medium	TO DO	Unresolved	Jul 12, 2026, 2:52 PM	Jul 13, 2026, 5:35 PM	Aug 3, 2026
LSBBC-12 Create Content Calendar	Jordan	Moreblessings	High	TO DO	Unresolved	Jul 13, 2026, 1:42 PM	Jul 13, 2026, 5:30 PM	Jul 3, 2027
LSBBC-13 Plan publishing schedule	Alexp	Moreblessings	Medium	IDEA	Unresolved	Jul 13, 2026, 1:45 PM	Jul 13, 2026, 4:49 PM	None
LSBBC-14 Assign content owners	Alexp	Moreblessings	Medium	IDEA	Unresolved	Jul 13, 2026, 1:45 PM	Jul 13, 2026, 4:49 PM	None
LSBBC-15 Select publishing platforms	Jordan	Moreblessings	Medium	IDEA	Unresolved	Jul 13, 2026, 1:45 PM	Jul 13, 2026, 4:49 PM	None
LSBBC-16 Final review	Moreblessings	Moreblessings	Medium	IDEA	Unresolved	Jul 13, 2026, 1:46 PM	Jul 13, 2026, 4:49 PM	None
LSBBC-8 Create Campaign Strategy	Jordan	Moreblessings	Highest	TO DO	Unresolved	Jul 12, 2026, 5:19 PM	Jul 13, 2026, 5:30 PM	Jul 2, 2027
LSBBC-7 Conduct audience research	Caseyl	Moreblessings	Medium	IDEA	Unresolved	Jul 12, 2026, 5:25 PM	Jul 13, 2026, 4:49 PM	None
LSBBC-9 Perform competitor analysis	Caseyl	Moreblessings	Medium	IDEA	Unresolved	Jul 12, 2026, 5:35 PM	Jul 13, 2026, 4:49 PM	None
LSBBC-8 Define campaign objectives	Moreblessings	Moreblessings	Medium	IDEA	Unresolved	Jul 12, 2026, 5:35 PM	Jul 13, 2026, 4:50 PM	None
LSBBC-10 Develop campaign messaging	Samr	Moreblessings	Medium	IDEA	Unresolved	Jul 12, 2026, 5:36 PM	Jul 13, 2026, 4:50 PM	None
LSBBC-11 Obtain Product Owner approval	Samr	Moreblessings	Medium	IDEA	Unresolved	Jul 12, 2026, 5:36 PM	Jul 13, 2026, 4:50 PM	None
LSBBC-3 Creative Asset Production	Moreblessings	Moreblessings	Medium	TO DO	Unresolved	Jul 12, 2026, 2:54 PM	Jul 13, 2026, 5:35 PM	Aug 10, 2026
LSBBC-27 Write Social Media Captions	Caseyl	Moreblessings	Medium	TO DO	Unresolved	Jul 13, 2026, 2:10 PM	Jul 13, 2026, 5:30 PM	Jul 18, 2027
LSBBC-28 Instagram captions	Jordan	Moreblessings	Medium	IDEA	Unresolved	Jul 13, 2026, 2:10 PM	Jul 13, 2026, 4:50 PM	None
LSBBC-29 Facebook captions	Jordan	Moreblessings	Medium	IDEA	Unresolved	Jul 13, 2026, 2:11 PM	Jul 13, 2026, 4:50 PM	None
LSBBC-30 LinkedIn captions	Caseyl	Moreblessings	Medium	IDEA	Unresolved	Jul 13, 2026, 2:11 PM	Jul 13, 2026, 4:50 PM	None
LSBBC-31 TikTok captions	Jordan	Moreblessings	Medium	IDEA	Unresolved	Jul 13, 2026, 2:11 PM	Jul 13, 2026, 4:51 PM	None
LSBBC-22 Design Instagram Posts	Caseyl	Moreblessings	High	TO DO	Unresolved	Jul 13, 2026, 2:08 PM	Jul 13, 2026, 5:30 PM	Jul 11, 2027
LSBBC-23 Design Carousel 1	Jordan	Moreblessings	Medium	IDEA	Unresolved	Jul 13, 2026, 2:09 PM	Jul 13, 2026, 4:51 PM	None
LSBBC-24 Design Carousel 2	Samr	Moreblessings	Medium	IDEA	Unresolved	Jul 13, 2026, 2:09 PM	Jul 13, 2026, 4:51 PM	None
LSBBC-25 Design Static Posts	Caseyl	Moreblessings	Medium	IDEA	Unresolved	Jul 13, 2026, 2:09 PM	Jul 13, 2026, 4:51 PM	None
LSBBC-26 Export graphics	Alexp	Moreblessings	Medium	IDEA	Unresolved	Jul 13, 2026, 2:09 PM	Jul 13, 2026, 4:51 PM	None

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LSBBC-2 Campaign Strategy & Planning	Moreblessings	Moreblessings	Medium	TO DO	Unresolved	Jul 12, 2026, 2:52 PM	Jul 13, 2026, 2:53 PM	None
LSBBC-3 Creative Asset Production	Moreblessings	Moreblessings	Medium	TO DO	Unresolved	Jul 12, 2026, 2:54 PM	Jul 13, 2026, 2:52 PM	None
LSBBC-5 Performance Monitoring & Repo...	Moreblessings	Moreblessings	Medium	TO DO	Unresolved	Jul 12, 2026, 2:55 PM	Jul 13, 2026, 3:22 PM	None
LSBBC-4 Digital Campaign Launch	Moreblessings	Moreblessings	Medium	TO DO	Unresolved	Jul 12, 2026, 2:54 PM	Jul 13, 2026, 2:52 PM	None



Certifications & Professional Development

Certification	Platform	Relevance
Jira Essentials / Agile Fundamentals	Coursera	Project Management
Inbound Marketing	HubSpot Academy	Digital Marketing
Google Analytics	Coursera	Marketing Analytics
Introduction to digital marketing	Coursera	Digital Marketing



Let's Work Together

Moreblessings Chipangura

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