

# GOMBA Felistus

Digital Marketer  
& UI/UX Designer



## About Me

Multi-disciplined Digital Marketer and UI/UX Designer with a degree in Procurement, blending strategic marketing, user-centered design, and procurement proficiency. I create user interfaces grounded in research and business goals, and execute digital campaigns that drive measurable results. Known for optimizing workflows, reducing costs, and improving user engagement through cohesive design and marketing strategies.

## Skills:

- Social Media Strategy & Management
- Content Creation & Copywriting
- Email Marketing & CRM Tools
- Google Analytics, Google Ads,
- Motion Design & Interaction Design
- Cost analysis, sourcing strategy

## Education:

### Chinhoyi University Of Technology

- Honors Degree in Supply Chain Management : Upper Second Class

## Certificates

### Semrush Academy

- Fundamentals of Marketing Analytics

### HubSpot Academy

- Digital Marketing Certified

+263 774 226 870

gombafelly@gmail.com

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## Professional Experience:

### Content Creator Freelancer

February 2025 - June 2025]

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- Delivered targeted digital marketing services—social media strategy, ads management, and content campaigns.
- Strategized, launched, and optimized campaigns to improve reach, engagement, and conversion through platforms like Facebook, Instagram, and Google Ads.
- Collaborated directly with clients to define goals, track performance, and deliver measurable ROI.

### Digital Marketer

Independent Projects (Self-initiated)

- Designed and executed ROI simulation models to estimate campaign performance across different strategies and budgets—helping clients forecast returns before launch.
- Managed complete campaign projects, including concept, content creation, budget allocation, execution, and KPI tracking for small businesses and personal ventures.
- Leveraged procurement background to set up efficient processes—budgeting, vendor negotiation (e.g. for ad placement or creative services), and performance-based resource allocation.