

# Digital Marketing & Shopify Portfolio – Gabriel Chirimumimba





# Gabriel Chirimumimba

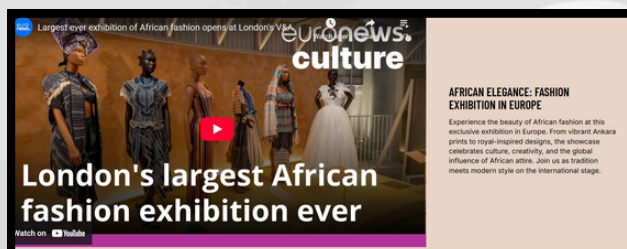
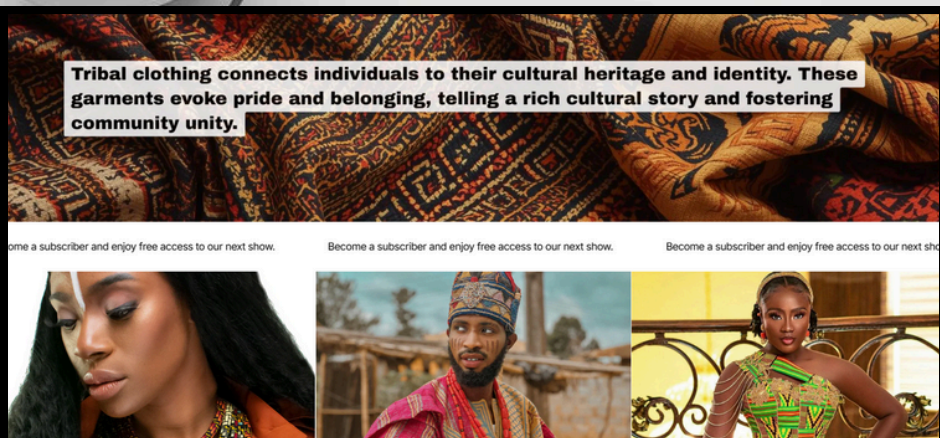
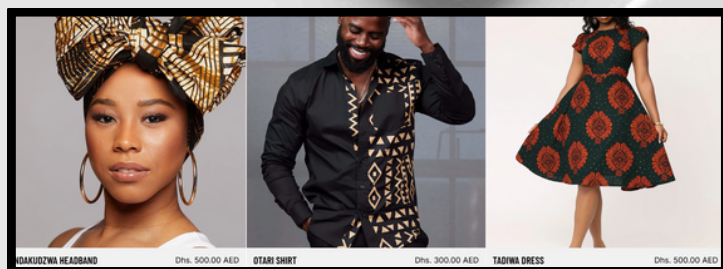
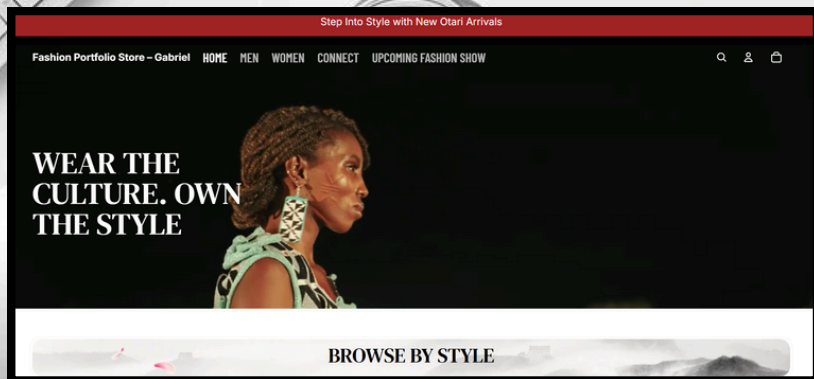
Digital Marketing & E-Commerce Executive

## Shopify & E-Commerce Experience :

<https://gabriels-fashion-portfolio.myshopify.com/>

Developed a Shopify demo store (fashion retail) to showcase CRO, SEO, and campaign management skills

- Product uploads& collection merchandising on Shopify
- Homepage design updates & navigation UX optimization
- SEO & CRO improvements resulting in higher conversions
- Campaign execution: banners, landing pages, promos
- Tested AI for SEO automation & CRO improvements



## ■ Client Brand Highlights

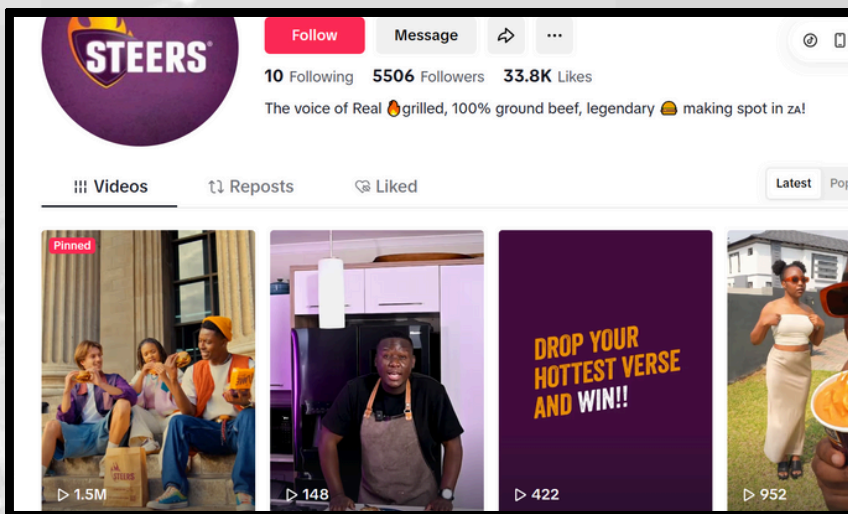
### SpurSteak RanchesSA (Instagram) <https://www.instagram.com/spursteakranches/>

- Created & edited Instagram Reels highlighting promotions and brand stories
- Contributed to campaigns that reached 100K+ views
- Aligned visuals and captions with brand voice and audience trends



### Steers SA (Instagram & TikTok) <https://www.tiktok.com/@steerssa>

- Supported campaign visuals & content creation for social media launches
- Adapted trending audio/video formats to increase engagement
- Helped achieve strong organic reach with youth-focused campaigns



## ■ Performance & Analytics

- +20% conversion increase after CROtests on Shopify stores
- -15% bounce rate from improved navigation design - ROI reporting on paid ads, SEO campaigns, and social media performance

## ■ AI & Innovation

- AI-assisted product descriptions & SEO optimization
- AI-based keyword research for ad targeting
- AI-powered A/B testing and personalization tools

Full Data analytics and E-commerce portfolio : <https://gabrielchirumimba.github.io/GabrielAnalyst.github.io>

## Contact

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