

Digital Marketing & Shopify Portfolio – Gabriel Chirimumimba



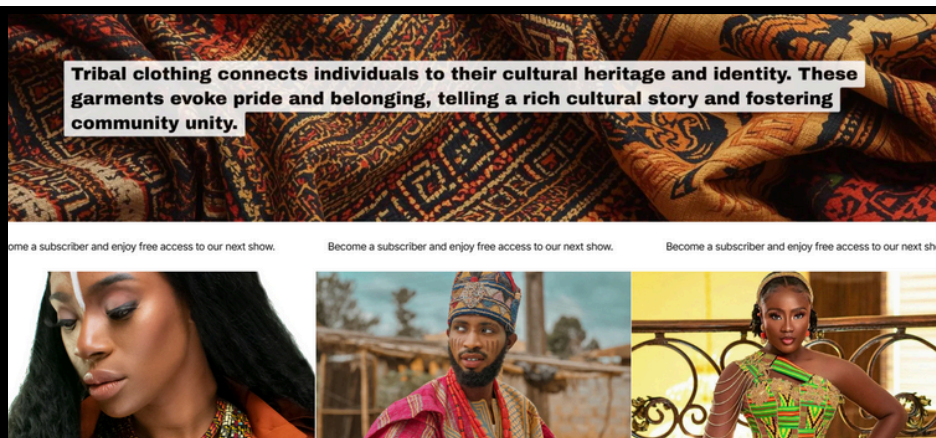
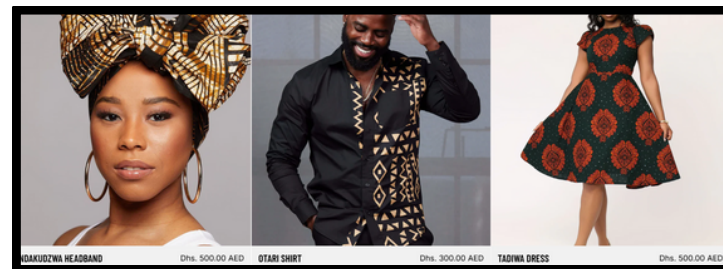
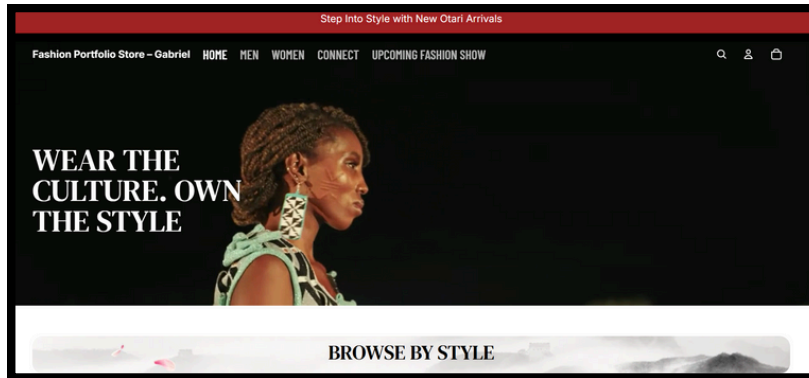
Gabriel Chirimumimba

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

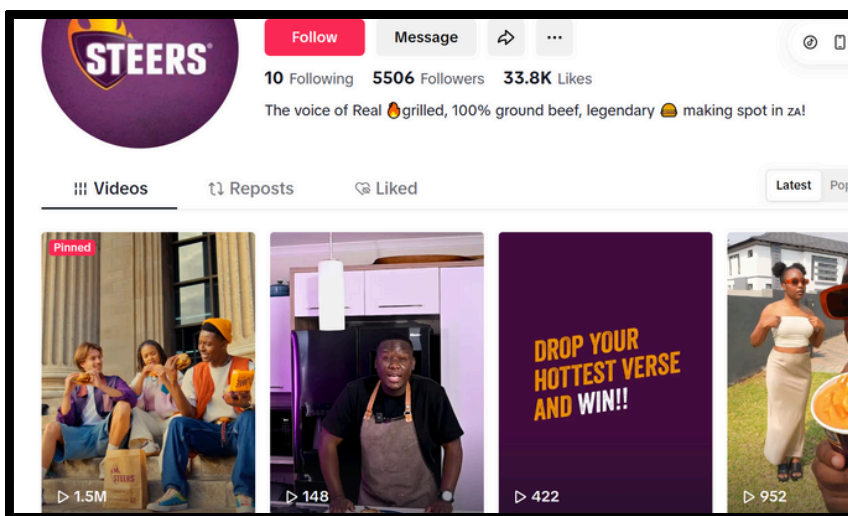
SpurSteak RanchesSA (Instagram) <https://www.instagram.com/spursteakranches/>

- 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 CRO tests 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

Contact

Dubai, UAE

- gabrielchirimumimba20@gmail.com | ■ +971 58 564 8165
- LinkedIn: [linkedin.com/in/gabriel-chirimumimba-992708289](https://www.linkedin.com/in/gabriel-chirimumimba-992708289)
- Portfolio: gabrielchirimumimba.github.io/GabrielAnalyst.github.io

