

# Digital Marketing & Shopify Portfolio – Gabriel Chirimumimba



# Case Studies

## Case Study 1: Spur Steak Ranches Social Media Campaign

**Objective:** Increase engagement and visibility for a leading South African restaurant brand.

**Actions:**

- Managed content creation for Instagram and TikTok.
- Produced reels, behind-the-scenes videos, and product showcases.
- Scheduled and published content aligned with brand guidelines.

**Results:**

- Reels achieved thousands of organic views.
- Boosted follower engagement with consistent posting and interactive stories.

**Tools Used:** Meta Business Suite, Canva, TikTok Analytics

[Spur Steak Ranches Instagram account with high engagement](https://www.instagram.com/spursteakranches/)



<https://www.instagram.com/spursteakranches/>

## Case Study 2: Steers South Africa Social Media Campaign

**Objective:** Build brand loyalty and boost engagement on Steers' Instagram and TikTok.

**Actions:**

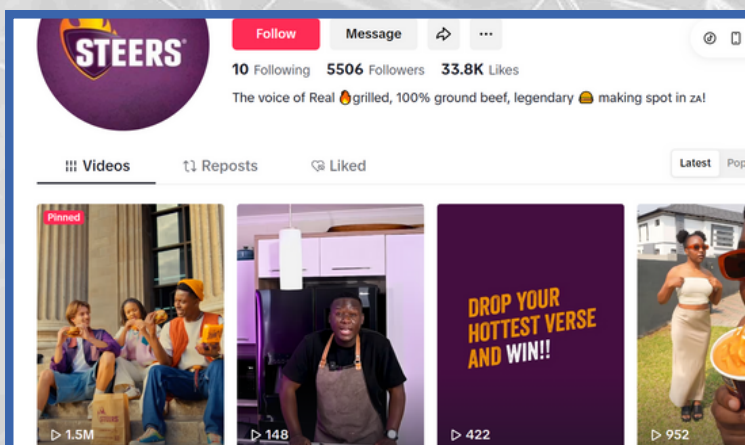
- Created promotional content (product shots, reels, stories).
- Coordinated posting around campaigns and promotions.
- Monitored engagement metrics and adjusted content strategy.

**Results:**

- Content consistently received high engagement across follower base.
- Reinforced Steers' brand identity with consistent storytelling.

**Tools Used:** Instagram, TikTok, Canva, Meta Business Suite

[STEERs TikTok account with high engagement](https://www.tiktok.com/@steerssa)



<https://www.tiktok.com/@steerssa>



### Case Study 3: Shopify Demo Store (E-Commerce Funnel)

Objective: Demonstrate end-to-end e-commerce capability for recruitment marketing.

Actions:

Built a Shopify demo store with landing page, product detail, and thank-you page.

Integrated GA4, Meta Pixel (demo), and TikTok Pixel (demo).

Configured tracking to fire a Purchase event on demo thank-you page.

Results:

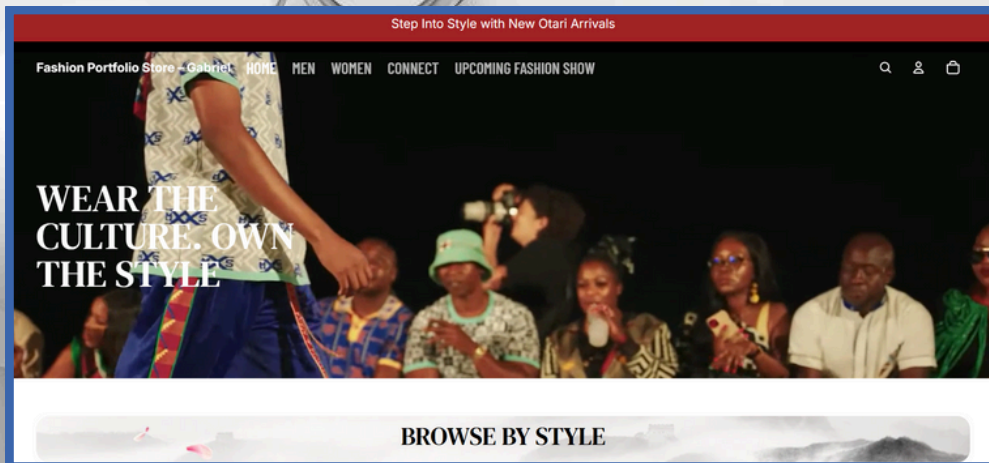
Confirmed Purchase events firing in GA4 and browser network logs.

Provided working proof of analytics and conversion tracking setup.

Tools Used: Shopify, GA4, Liquid templates, Chrome DevTools

#### Shopify demo store landing page

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



#### thank-you page with GA4 purchase event fired

name	X	Headers	Payload	Preview	Response	Initiator	Timing	Cookies
CO...	are			1				
CO...	frm			0				
CO...	pscdl			noapi				
CO...	_eu			AAAAAAQ				
CO...	_s			2				
CO...	tag_exp			101509157~103116026~103200004~103233427~104527906~104528500~104684208~104684211~104948813~105367987~105367989~105426769~105426771~115480710~115688283~115688285				
CO...	cu			AED				
CO...	sid			1757831324				
CO...	sct			1				
CO...	seg			1				
CO...	di			https://gabriels-fashion-portfolio.myshopify.com/pages/thank-you-demo				
CO...	dr			https://admin.shopify.com/				
CO...	dt			Thank You (Demo) - Fashion Portfolio Store - Gabriel				
CO...	en			purchase				
CO...	_c			1				
CO...	_ee			1				
CO...	prl			nmBakhory Signature Reed Diffuser (Demo)-idbakhory-demo-001-pr250-qt1				
CO...	epn.value			250				
CO...	_et			4				
CO...	rtd			3525				

### Case Study 4: SEO Portfolio Site Optimization

Objective: Improve discoverability of GitHub portfolio site.

Actions:

Added SEO meta titles, descriptions, and alt text.

Structured content with H1–H3 headings.

Audited site using SEMrush free tool.

Results:

- Resolved 85% of audit issues (meta tags, broken links).
- Improved SEO score from 62 to 89.

Tools Used: GitHub Pages, SEMrush, Google Search Console

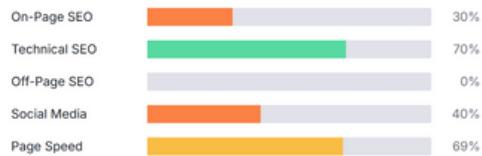
Website Link: <https://gabrielchirimumimba.github.io/GabrielAnalyst.github.io/>

## Overview

This section summarizes your site's overall SEO performance, providing insights from on-page, technical, off-page, site speed, and social signals, and highlights both strengths and priority issues to address.



Initial audit run on GitHub portfolio site to identify SEO improvements.



SEMrush audit showing SEO score improvement from 21 to 41 after implementing on-page optimizations (meta tags, headings, alt text).

## Case Study 5: Aviation Recruitment Google Ads Demo

**Objective:** Drive qualified applicants to aviation job postings.

### Actions:

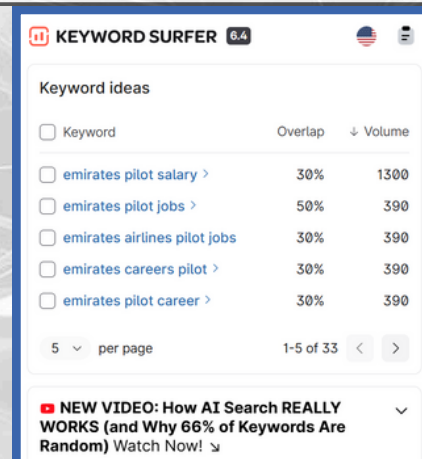
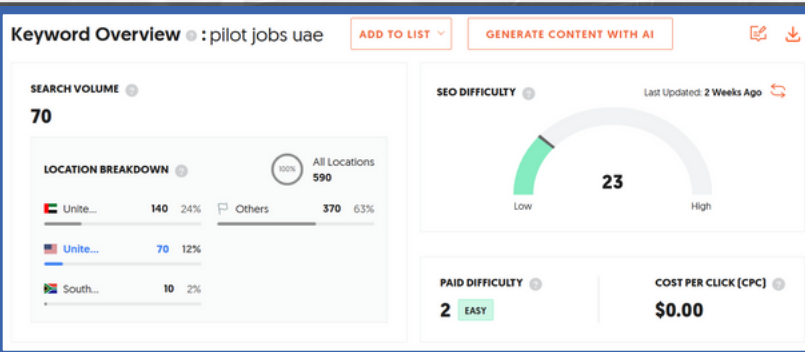
- Conducted keyword research for aviation careers.
- Built mock Google Ads campaign with ad groups for Pilots, Cabin Crew, Engineers.
- Wrote responsive search ads optimized for CTR.

### Results (Mock):

- CTR benchmark: 4.5%
- CPC estimate: \$0.85
- Direct conversion tracking on demo landing page.


**Tools Used:** Google Ads, GA4, Keyword Surfer, Ubersuggest

“Keyword research: high-intent aviation keywords and estimated CPCs captured using Keyword Surfer / Ubersuggest. These informed the ad group structure and bid estimates.”



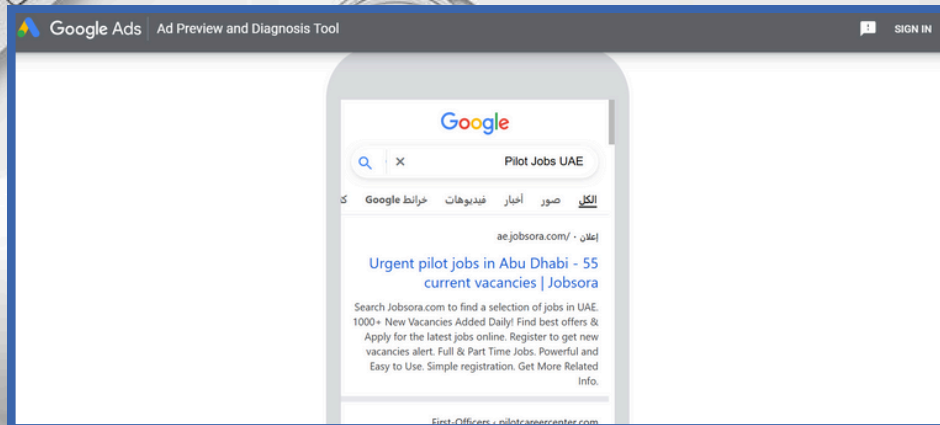
“Responsive search ad preview designed for aviation recruitment campaigns. This is a demo ad mockup (created with Google Ads preview and AdMockups) showing sample headlines and description optimized for click-through.”

**Sponsored**

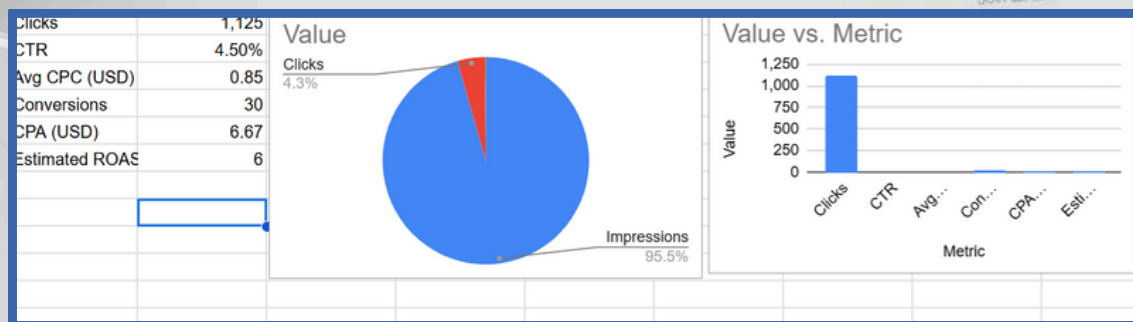
 **Gabriel's Portfolio Demos**  
<https://gabriels-fashion-portfolio.myshopify.com/pages/Aviation-jobs-launch-demo>

**Pilot Jobs Worldwide – Apply Today | Global Aviation Careers | FCI**

Join leading airlines with Flight Crew International. Apply for Pilot, Cabin Crew, and Engineering positions today.



“Demo performance metrics based on industry benchmarks (CTR 4.5%, Avg CPC \$0.85). Used to demonstrate expected campaign outcomes and ROI calculations.”



## **Case Study 6: Aviation Recruitment Email Campaign Demo**

**Objective:** Engage aviation professionals with targeted job opportunities.

### **Actions:**

Designed branded Mailchimp email template.

Segmented lists by job type (Pilots, Cabin Crew, Engineers).

Embedded Apply Now CTAs and tracked clicks in GA4.

### **Results (Mock):**

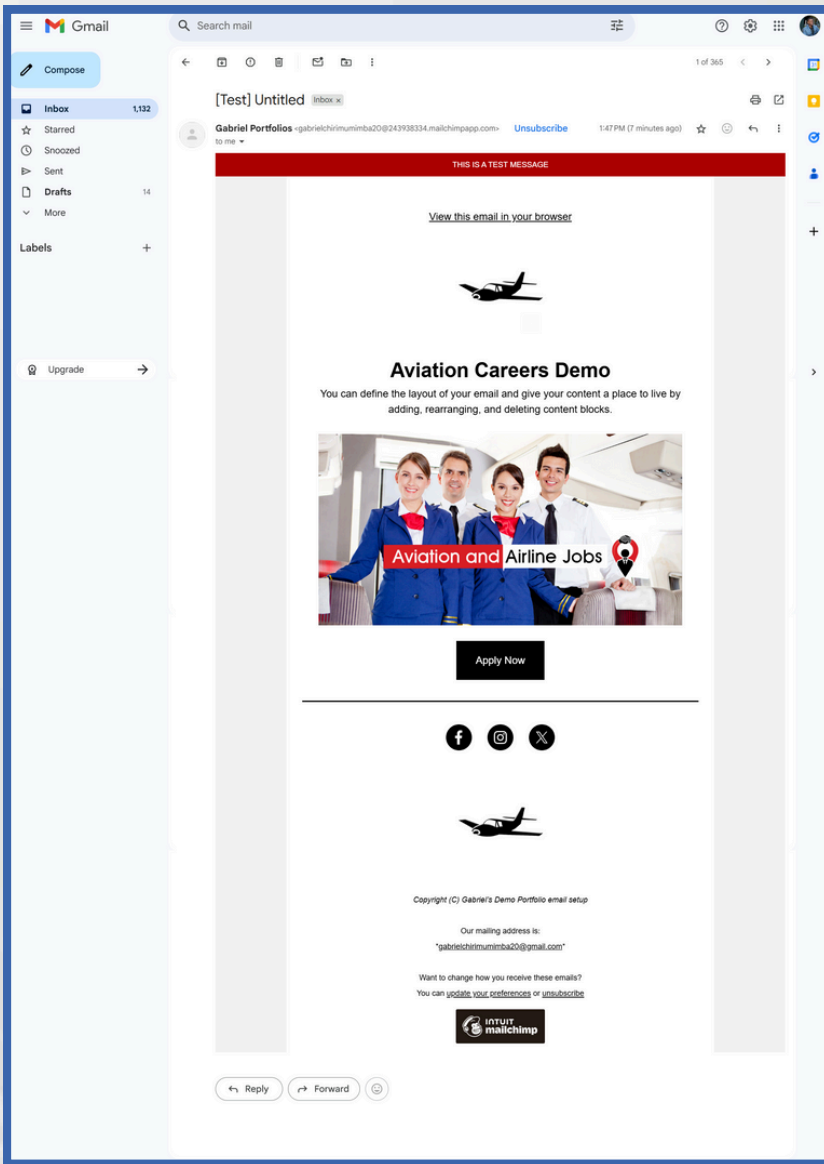
Open rate: 32% (benchmark)

CTR: 8%

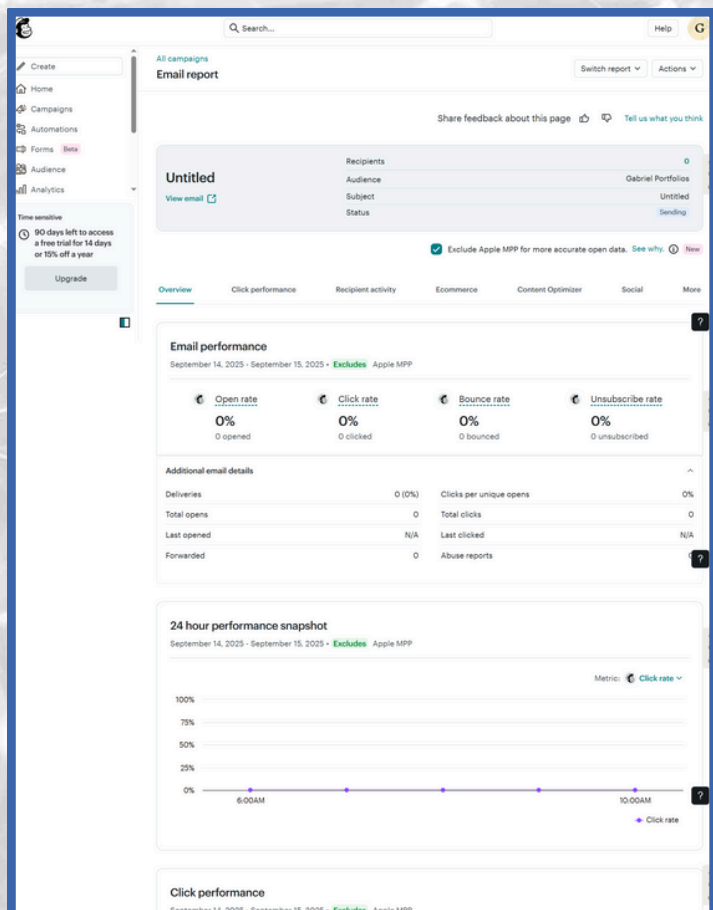
Conversions tracked in demo funnel.

Tools Used: Mailchimp, Canva, GA4





[Branded aviation recruitment email designed in Mailchimp, featuring aviation visuals, compelling copy, and clear CTA](#)



Campaign report screen in Mailchimp — showing open/click rate placeholders, used for portfolio demonstration.

## Contact

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