



Shimanga Mubitana

Phone number: (+260) 961743210 / (+260) 762782224

Email address: shimangam@yahoo.co.uk

LinkedIn: <https://www.linkedin.com/in/shimanga-mubitana-38292129/>

GitHub Portfolio: <https://shimanga.github.io/Marketing-Portfolio/>

ABOUT ME

Strategic and results-oriented professional with over a decade of experience driving brand growth and product positioning through innovative marketing strategies and market research. Proven track record of launching successful products and increasing market share. Proficient in data analysis, competitive analysis, and digital marketing with a successful track record of effectively managing multiple priorities.

WORK EXPERIENCE

Marketing Specialist

Smatfin.com Zambia [03/01/2023 – Current]

- Develop and execute go-to-market strategies, create compelling product positioning and messaging for the E-Commerce site based on data-driven insights
- Determine optimal product pricing, conduct market research and evaluate competitor pricing
- Generated an average quarterly growth of 60% in 2023 and enhanced profitability by reducing overhead costs and negotiating favorable contracts with suppliers.
- Increased client satisfaction by implementing innovative business strategies and streamlining processes, thereby organically growing notable email and SMS lists

Marketing Specialist - Remote

FR8 Media USA [24/06/2021 – 10/01/2023]

- Oversaw lead generation campaigns for B2B and B2C clients in the trucking industry through PPC campaigns and email marketing
- Collaborated with dispersed and cross-functional teams, including web developers, graphic designers, SEO, and marketing team to drive user engagement and acquisition
- Conducted thorough data analysis using SQL queries and Excel to extract insights from large datasets related to marketing campaigns, customer behavior, and sales performance.
- Created and managed content for various marketing channels ensuring alignment with brand messaging
- Evaluated the effectiveness of different advertising mediums and allocated budgets to maximize ROI
- Consistently exceeded projected quarterly truck driver recruitment targets by over 20%
- Implemented interactive and innovative marketing strategies and creative content development that resurrected dormant campaigns.

Content Marketer - Remote

Life Retreat South Africa [01/06/2016 – 04/2021]

- Managed a content calendar and content management systems to schedule and manage content distribution
- Participated actively in networking events, representing the company professionally and expanding its reach within target markets.
- Managed giveaways, monitored and responded to social media comments, fostering positive interactions and community engagement

Account Executive

Blockhouse Media Zambia [01/05/2019 – 23/12/2019]

- Developed proposals, marketing plans, and strategies for all advertising projects
- Customer service and admin-related duties
- Managed Development Team's backlog, and prioritised projects to best achieve short and long-term goals

- Improved proposal content and design which played an instrumental role in acquiring new clients.

Product Marketing Manager

Fleet Street Publications South Africa [01/11/2012 – 04/2016]

Advanced through a series of promotions from Customer Service Representative, Database Tester, Assistant Product Manager to Product Manager

- Managed product development cycles and backend products and determined optimal pricing points
- Analyzed data sets from social media, search engines, and websites, to gain insights into consumer behavior and preferences.
- Created content including daily newsletter, e-reports, and book reviews
- Stock management, budgeting, and media relations
- Developed and launched integrated, multi-channel print, catalog, web, and direct marketing campaigns
- Performed ongoing customer/market research to identify and capitalize on unmet market needs ahead of the curve
- Successfully launched an online store that increased annual sales
- Leveraged strengths in cost-effective marketing management and vendor negotiations reducing company costs

EDUCATION AND TRAINING

Bachelor of Commerce in Quantitative Management

University of South Africa [01/01/2013 – 30/11/2017]

Country: South Africa

Coursework: Decision Sciences, Statistics, Investments, Management, and Accounting Fundamentals

LANGUAGE SKILLS

English: Native proficiency C2

French: Basic proficiency A2

DIGITAL SKILLS

Skills

Market Research | Project Management | Data Analysis | Price Optimization | Campaign management | Copywriting | Email Marketing | WordPress Management & Setup | SEO | SEM | Digital Marketing | Data Visualization (Tableau, Power BI) | Statistical Modeling and Forecasting

Tools

Microsoft Office | Basic Photoshop/InDesign | Google Analytics & AdWords | HTML & CSS | SQL | Content Management Systems

RELEVANT CERTIFICATIONS

- The Complete Digital Advertising Course
- Managing Big Data with MySQL
- Marketing in a Digital World
- Meta Marketing Analytics Foundation

References available on request