

# NGONIDZASHE WASHAYA

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## EXPERIENCE

October 2022 - August 2023

**Electronic Commerce specialist | Zimbabwe Gecko Society | Norton | Zimbabwe**

- Led the establishment and maintenance of the organization's digital presence, focusing on design, branding, public relations, and customer engagement across various online platforms.
- Developed and executed digital marketing strategies, employing market research to enhance user engagement and drive traffic to departmental outputs.
- Executed social media marketing campaigns, crafted product branding visuals, and curated compelling content to bolster online visibility and brand awareness.
- Provided comprehensive IT support, overseeing system upgrades, troubleshooting hardware and software issues, and ensuring optimal performance, security, and operational efficiency.
- Managed network infrastructure and intranet administration, ensuring seamless connectivity and data flow within the organization.

## EDUCATION

**Harare Institute of Technology, Harare, Zimbabwe [2020-2024]**

- 2.1 grade: Bachelor of Technology (Honors) Degree in Electronic Commerce

**St Patrick's High School, Manicaland Province, Zimbabwe**

- Ordinary-level passes: 8/8 including Sciences, Technology, English, Science.
- Advanced-level passes: 13/15 points in Business Studies, Economics and Software Engineering.

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## SKILLS

### TECHNICAL

Programming (HTML/CSS, JavaScript), WordPress Developer, ASP.NET

Designer (Figma, Adobe Illustrator, Canva) | Web UI/UX

Digital marketing Certified | Web Analytics | Content writing

Database design and management (SQL)

Project management (Agile)

IT Administration

Portfolio website: <https://ngonidzashewas.github.io/>

### SOFT

Written and verbal communication Languages: English (*fluent*), Shona (*native*), Chinese mandarin(*intermediate*)

Computer literacy, Professionalism, Teamwork, Critical thinking and problem solving

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## REFERENCES

### MR TAFADZWA BALOYI

**Head of Finance, Afrosoft**

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### MR ZVIKARAMBA

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### MR TINOTENDA GWAZE

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