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.

SKILLS

TECHNICAL

Brand Design (Adobe Suite, Canva)

UI/UX (Figma)

Digital marketing Certified

Programming (HTML/CSS, JavaScript), WordPress, Framer

SEO/ Web Analytics

IT Administration

Project management (Agile)

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

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MR ZVIKARAMBA

    Department Chairman, Harare Institute of Technology

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MR TINOTENDA GWAZE

    Site Manager, Zimbabwe Gecko Society

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