

# MASIMBA LUCAS BENURA

+263 775 820 944 | +263 712 566 044 | massybenura@gmail.com  
Zimbiru Village, Domboshava

## PROFILE

A soon to be graduate with a Bachelor of Commerce Honours Degree in Marketing Management, seeking to contribute marketing expertise in a dynamic organization. I bring hands-on experience in social media management, customer experience, and marketing. With strong communication, project leadership, and digital marketing skills, I am confident in my ability to deliver impactful results in the business environment.

## EDUCATION

### **Bachelor of Commerce Honours Degree in Marketing Management**

Great Zimbabwe University - Graduating: 2025

Advanced Level - Nov 2019

(2+) 'A' level passes (ZIMSEC): Business Studies, Economics, Geography

Ordinary Level - Nov 2016

(5+) 'O' level subjects (ZIMSEC)

Horticulture (HEXCO)

## CERTIFICATIONS

Basic in Digital Marketing - Uniathena - July 2024

Digital Marketing - Google Digital Skills Africa - Jan 2023

Driver's License – Class 4

## WORK EXPERIENCE

### **Customer Experience & Social Media Department**

*Steward Bank* | Sept 2023 – Sept 2024

- Managed all customer inquiries across Social Media platforms: Facebook, X (formerly Twitter), WhatsApp, and Customer Service email
- Handled inbound and outbound customer service calls
- Served as in-house graphic designer for digital campaigns
- Ensured brand consistency and timely response across channels

- Product Champion for Kashagi Wallet - contributed to improved adoption rates and gathered user feedback

## **SKILLS**

- Marketing
- Social Media Management
- Teamwork
- Communication
- Brand Designing
- Leadership
- Creative Thinking
- Time Management
- Computer Literacy

Languages: Shona, English

## **REFERENCES**

John Marumbwa  
Great Zimbabwe University  
Phone: +263 772 116 952  
Email: jmarumbwa@gmail.com

Mr. Kennedy January  
Steward Bank  
Phone: +263 78 443 8689

16, July 2024

**Masimba Benura**

has successfully completed

## **Basics of Digital Marketing**

This course has been developed and delivered by UniAthena in partnership  
with Cambridge International Qualifications, UK

*Huw Flynn Hughes*

**Huw Flynn Hughes**

Responsible Officer | Cambridge International Qualifications, UK



# Masimba Lucas Benura

is hereby awarded this certificate of achievement for the successful  
completion of **The Fundamentals of Digital Marketing** certification exam  
on 10/01/2023



President – Google EMEA



CEO – IAB Europe

M213849

## Full Results

# GREAT ZIMBABWE UNIVERSITY



Examinations Office  
P.O.Box 1235  
Masvingo  
Tel:039 253507 Email:exams@gzu.ac.zw



### Full Results

Surname : BENURA Forenames : MASIMBA  
LUCAS  
Regnumber : M213849 Nationalid : 63-2187056S15  
Date Of Birth : 25/12/2000 Place Of Birth : HARARE  
BACHELOR OF COMMERCE HONOURS DEGREE [MARKETING  
MANAGEMENT]  
AUGUST 2021 Intake

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#### PART ONE SEMESTER ONE RESULTS(NOVEMBER 2021)

COURSE CODE	COURSE DESCRIPTION	GRADE	DECISION
AGCH101	GENDER, CULTURE AND HERITAGE STUDIES	2.1	P
HACC111	COMMERCIAL LAW	2.2	P
HACC112	INTRODUCTION TO FINANCIAL ACCOUNTING 1A	F	F
HEC114	PRINCIPLES OF ECONOMICS	2.2	P
HIS111	BUSINESS COMMUNICATION AND INFORMATION TECHNOLOGY	3	P
HMM112	PRINCIPLES OF MARKETING I	3	P

**DECISION:**RETAKE HACC112

#### PART ONE SEMESTER TWO RESULTS(JUNE 2022)

COURSE CODE	COURSE DESCRIPTION	GRADE	DECISION
HACC112	INTRODUCTION TO FINANCIAL ACCOUNTING 1A	3	P
HBM121	FUNDAMENTAL OF ENTREPRENEURSHIP	2.1	P
HBM122	BUSINESS ETHICS	2.1	P
HMM121	PRINCIPLES OF MANAGEMENT	2.1	P
HMM122	QUANTITATIVE ANALYSIS FOR BUSINESS	2.1	P
HMM123	PRINCIPLES OF MARKETING II	2.1	P

**DECISION:**PROCEED

#### PART TWO SEMESTER ONE RESULTS(NOVEMBER 2022)

COURSE CODE	COURSE DESCRIPTION	GRADE	DECISION
HBM217	ENTREPRENEURSHIP THEORY AND PRACTICE	2.1	P
HMM211	CONSUMER BUYER BEHAVIOUR	2.1	P
HMM214	SALES MANAGEMENT	3	P
HMM215	INTEGRATED MARKETING COMMUNICATIONS	2.2	P
HMM216	MARKETING INFORMATION SYSTEMS	1	P

**DECISION:**PENDING

**PART TWO SEMESTER TWO RESULTS(JUNE 2023)**

COURSE CODE	COURSE DESCRIPTION	GRADE	DECISION
HBM225	BUSINESS RESEARCH METHODS	2.1	P
HMM221	DIGITAL MARKETING	2.1	P
HMM222	BUSINESS TO BUSINESS MARKETING	1	P
HMM223	ADVERTISING MANAGEMENT	2.1	P
HMM224	LOGISTICS AND DISTRIBUTION MANAGEMENT	2.1	P

**DECISION:**PROCEED

**PART THREE SEMESTER TWO RESULTS(JUNE 2024)**

COURSE CODE	COURSE DESCRIPTION	GRADE	DECISION
HMM321	WORK RELATED LEARNING REPORTS	1	P
HMM322	CONTINUOUS WORK RELATED ASSESSMENT	1	P
HMM323	ACADEMIC SUPERVISOR'S ASSESSMENT	1	P

**DECISION:**PROCEED

**PART FOUR SEMESTER ONE RESULTS(NOVEMBER 2024)**

COURSE CODE	COURSE DESCRIPTION	GRADE	DECISION
HBM414	CUSTOMER RELATIONSHIP MANAGEMENT	2.1	P
HMM411	SERVICES MARKETING	2.1	P
HMM412	INTERNATIONAL MARKETING	1	P
HMM413	STRATEGIC MANAGEMENT	2.1	P
HMM414	FINANCIAL ASPECTS OF MARKETING	1	P

**DECISION:**PENDING

Print Results // \_\_\_\_\_

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