



YVONNIE MARAMBANYIKA

PERSONAL PROFILE

I am a strategist, leader and performance management individual with a passion in information technology, ecommerce, operations and digital marketing. I desire to see a world where every person is given equal opportunities to bring the best in themselves. I have 8+ years of experience in strategy formulation and implementation, KPIs implementation and appraisals, hiring top talent, training, Budgeting and employee motivation from **Zimbabwe** and the **United Arab Emirates**. My 5-year goal-plan is to accelerate the company towards desired destination according to the goals and vision set whilst securing top senior management positions should a vacancy relatable to my experience emerge within the organization. I'm an ambitious and smart worker who delivers her work despite challenges. My moto is, every challenge is a stepping stone to greatness.

PERSONAL SKILLS

- Project management.
- Time Management
- Leadership
- Hiring
- Conflict Management
- Planning and Budgeting
- Business Planning
- Delegation
- Empathy
- Communication
- Negotiation

EDUCATION

Midlands State University

2015 – 2017: Master of Science Degree [Information Systems Management]

2011 – 2015: Bachelor of Science Honors Degree [Computer Science Grade 2.1]

AWARDS AND CERTIFICATES

- CompTIA A+, Cert Prep 1 Basics
- Google Ads (AdWords) Essential Training
- Google Fundamentals of Digital Marketing Certificate
- Cisco Certified Entry Networking Technician (CCENT)
- Information Technology Infrastructure Library, (ITIL)
- Passport to Success Life Skills
- IELTS, Band 7
- UAE LMV driver's license
- (ISC)² in progress

WORK EXPERIENCE

CHIEF EXECUTIVE OFFICER | DYSET MEDIA | MARCH 2023 - PRESENT

Planning | Policy Implementation | Team Leading | Strategy Formulation | Operations

- Acting as the figurative head of the organization when communicating with stockholders, government entities and the general public.
- Leading the development of the organization's long- and short-term strategies.
- Managing overall operations and make major decisions affecting the organization.
- Managing the organization's resources.
- Negotiating or approving agreements and contracts for the organization.
- Managing company organizational structure.
- Assessing and minimizing risks to the company.
- Setting strategic goals.
- Providing company-wide leadership.
- Identifying and addressing companywide problems.
- Developing and upholding the company's culture, mission and vision.
- Implementing strategic plans by working with senior stakeholders.
- Evaluating and tracking the success of the company in reaching its goals.

ECOMMERCE & OPERATIONS MANAGER | BAZAROO PORTAL | FEB 2022 – FEB 2023

Planning | Policy Implementation | Team Leading | Strategy Formulation | Operations

- Daily operation- lea the existing team of 15 people and resolved all technical problem that they may face in a very rational manner. This includes and is not limited to technical problems on the apps/website, customer queries, customer complaints, employee issues, etc.

- Problem solving
- Team Building
- Performance Management

AVAILABILITY

-Immediately

CONTACT DETAILS

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CURRENT LOCATION

Dubai, United Arab Emirates

RELOCATION

Willing to Relocate anywhere across the world

HOBBIES

- Researching new and trending technologies.
- Exploring new things
- Exploring Artificial Intelligence
- Playing volleyball & watching cricket
- Current Affairs
- Fitness
- Documentaries
- Metaverse and Physics
- Travelling and exploring new things

PERSONAL INFORMATION

Date of Birth: 08-03-1988

Gender: Female

Nationality: Zimbabwean

LANGUAGES

Shona: Native

English: Fluent

REFERENCES

Upon request

- Established testing protocol and SOP whenever there is a major change on the app/website or after a major functionality problem and lead the testing of the application and website and make decisions on when to publish the builds on App Store, Google Play store and AWS server.
- Ensured that the testing protocol and SOP are documented properly and reviewed regularly. Kept the SOP on cloud for access by everyone.
- Prepared, proposed, and documented escalation matrix whenever there is a problem on the apps/website and implemented it to reduce waiting period in approvals
- Prepared, proposed, and documented delegation of authorities (DOA) and implemented it once approved to make sure there is succession plans in place.
- Ensured staff motivation and loyalty are improved to minimize staff turnover by using a different motivation strategy like rewarding most hardworking employees every month and offering them work from home as part of rewards.
- Proposed, initiated, and lead improvement of the app and website including the automation part of it which improved customer engagement by more than 80%
- Designed and documented the SOP of daily operation that improves employee's satisfaction by 30%
- Propose /review the processes improvement in the apps/websites as well as on the SOP
- Ensure the effective provision, utilization, and protection of the Company's properties and equipment and other facilities.
- Deal with the digital marketing agency (or internally if the digital marketing insourced) and review the content as well as the marketing plan/strategy. All the content as well as the marketing plan, must be approved prior implementation
- Lead the team to compile/ research enough data for marketing purpose and to market the app/website using all marketing channels such as WhatsApp, telephone calls, text messages, marketing email using tools such as Mail chimp, and visiting customers that increased customer acquisition by 150%.
- Prepare and propose short term strategy (6-12 months) as well as long term strategy (3-5 years) for Bazaroo that increased company growth by 20% in 12 months
- Initiated recruitment process as per DOA whenever necessary and hired best talent for the organization that reduced all mobile application issues by 80% in the first months of their work.
- Prepared the HR policy, IT policy, KPIs, Non-Disclosure Agreements (NDA), procedure any related policy and put it in implementation
- Led the training of the new employee or whenever there are changes in the procedure
- Prepared business continuity plan (BCP) for emergency situations.
- Led the team to prepare the weekly/monthly report and analyze it in order to initiate improvement toward the main objective of the company and determine areas of concerns from the reports.
- Monitored and identified the apps user engagement/consumer behavior and develop insights and use these to drive the acquisition approach by 20%.
- Review categories/attributes and propose changes to help improve App/websites
- Initiate actions to help the company achieve the overall objective and goal having several strategies in place including having promotional materials, having push notifications on the website and applications to increase engagement by users etc.
- Drive change in the Company culture, including its values and reputation in the market while taking into account the various stakeholders.
- Improved company growth by 10% in the first quarter while reducing expenses by 15% for the same period.
- Designed KPIs for employees that saw them achieve 85% of their target in the first months and it increased to 90% in the following months due to employee motivation and rewarding hard work.

ECOMMERCE MANAGER | VARUCCI STYLE | JAN 2020- FEB 2022

Planning | Strategy | LinkedIn | Google Ads | Team Lead | Complaints Resolution

- Managed online inventory in Shopify and reduced disputes by 50%.
- Develop and execute loyalty strategy for the market and measure retention and loyalty goals which increased customer acquisition by 30% in the 1st quarter
- Email marketing using Klaviyo system to boost sales by 40%
- Management of product listings including managing pricing, descriptions, and availability of the product to reduce confusion and data redundancy in the system
- Assisting with decisions about promotions such as discounted offers and affordable bulk packages that increased sales by 35%.
- Support brand teams in the development and implementation of overall digital marketing plans, leading digital projects as required, contributing to delivering brand targets for the year.
- Identifying new opportunities including new areas of business that brought new revenue by 15% in the 1st quarter
- Ensure that payment options and promotional tabs are configured correctly to increase customer confidence
- Resolving customer queries with the customer services team to ensure website issues are resolved efficiently in a timely manner and reduces disputes and returns by 50%
- Work with brand teams and digital marketing agencies to build quarterly and monthly social media calendars for the brand.
- Inspecting and uploading customers' product reviews using Judge.me App to increase brand loyalty
- Act as the key point person between agency and brand teams for brands executing social media through the agency.
- Analysis of sales-related data to predict future sales and predicted stock requirements.
- Work with brand teams and agencies, helping identify brand ambassador and social media influencer partners
- Work with eCommerce brands to grow sales through the most effective acquisition of consumers and use retention mechanics (especially email from Klaviyo) to encourage consumers to repeat purchase

Digital Marketing Specialist, Techmind Solutions, Dubai, UAE, July 2020 to Present

SEO | SEM | PPC | SMM | AdWords | Facebook Ads | LinkedIn | Twitter | Instagram

- Developed and implemented digital strategies that gave 20% brand visibility.
- Managed all campaigns and organic search on all social media platforms.
- Enhanced business brand awareness in digital space.
- Planned and executed all digital social media and advertising campaigns.
- Gathered, researched and prepared marketing materials that generated leads.
- Website management and powerful content writing that gives 30% conversions.
- Mastered and developed in-depth experience with website analytics tools (e.g. Google Analytics, Google search console, Keyword Planner, SEMrush, Ubersuggest, and Buzzsimo among others to analyze and generate powerful keywords.
- Responsible for managing significant digital marketing projects ensuring that they are delivered within the budget and scope
- Plan and execute all digital marketing, marketing database, social media and display advertising campaigns.
- Coordinate with various departments to make sure we achieve desired results.
- Plan digital marketing campaigns, including web, SEO/SEM, email, social media, PPC, WhatsApp campaigns, and display advertising for our products.
- Knowledge and expertise of re-targeting, audience targeting
- Implementation and management of digital processes.
- Lead the digital transformation related to marketing and sales.
- Google Analytics reporting and suggest ways for better leads generation.
- Development and management of social media marketing.
- Research and analyze competitor advertising links using BuzzSumo, and SEMrush

Data Assessment Questioner | Fastech, Dubai, UAE | Feb 2020 – June 2020

- Strong observational ability and investigative ability.
- Compiled, verified the accuracy and sorted data according to agreed system formats.
- Entering data from customer statements by inputting texts and numerical information within agreed timelines.
- Good proficiency in Excel.
- Data analysis and decision making.
- Applied data program techniques and procedures in Pipedrive CRM system.
- Analyzed data for deficiencies, errors and corrected any incompatibilities and verified the output.

SNR IT ADMINISTRATOR | EDULOAN | ZIMBABWE AUG 2017 – AUG 2019

- Spearheading the launch, managing and overseeing of the IT department and heading it for 2 years as an individual.
- Cost reduction by 60% of telephone bills through embracing technologies such as MS teams, Yammer and Skype on communication.
- Managed the continuous drive to improve processes for improved performance through integrations.
- Achieved core banking system configuration and smooth migration of data between two systems.
- Initiated the launch of loans applications through WhatsApp using bots.
- Reduced operational costs by 50% through system automation.
- Planned, designed, and managed IT infrastructure with high-level problem solving and project management.
- Brainstorm new and creative growth strategies.
- Plan, execute, and measure experiments and conversion tests
- In charge of developing organization's communication and branding strategy.
- Generated Facebook Ads that brought 40% of leads to sales.
- Prepared creative Ads, and email marketing materials that brought 30% leads.
- Increased LinkedIn followers by 150% within 4 months.
- Recommended changes to website architecture, content, linking and other factors to improve positioning for target keywords.
- Assisted in the formulation of strategies to build a lasting digital connection with consumers that gave 30% return customers

System Administrator | SMEDCO | Harare, Zimbabwe | Jan 2017–July 2017

- Provided first line support for the users via telephone, chat and other remote access software.
- Participated in on-call rotation to provide 24/7 production support
- Managed all issues through the company ITIL service management framework
- Created and ensured that all work instruction and process documentation is maintained and kept up to date
- Working knowledge of different types of data backup storage (Backup Exec-VERITAS).
- Managed the Banks LAN and WAN and troubleshooting when there are issues in connectivity.
- Led a group of 4 interns and trained employees within the organization.
- First line of support to the users via chats, remote software and telephone.
- Microsoft Azure email setup and roles setup, Active Directory user configuration and privileges.
- Knowledge of windows server (2013, 2016, 2019) and making sure that all DHCP and DNS services are up and running to avoid downtime and make sure all clusters are online and running.

Data Analyst | Econet Wireless | Zimbabwe | March 2016–Dec 2016

- Data verification of Econet Premium on Eco-Rec and CBiO systems.
- Quantitative and qualitative analysis of Premium data

- Evaluating application for prescribed Econet asset status

**Helpdesk Support Specialist | Banc ABC Bank a part of Atlas Mara | Harare, Zimbabwe.
Aug 2013–July 2014**

- Provided employees with first line support via telephone, chats and remote assistance using VNC, Microsoft Remote desktop and Team-Viewer.
- Full knowledge of Office 365 Apps, MS Exchange 2013, Microsoft server 2013 and 2016 administration.
- Supported and helped employees in the use of computer equipment by providing necessary training and advice.
- Provided troubleshooting technical issues in a timely manner according to agreed SLA.
- Diagnosed and repaired computer and printer faults.
- Installed, configured and deployed new PCs & Servers.
- Provided a high level of customer service at all times.
- Managed day to day activities related to Microsoft technology including AD, domain controllers, DNS and exchange, user creation and maintenance of the users