

PROSPER CHIKWANDA

DIGITAL MARKETING SPECIALIST & OPERATIONS LEADER

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8+ Years

EXPERIENCE

30+ Brands

12 INDUSTRIES

10k+

SUBSCRIBERS SCALED

10,000+

ASSETS CONTRIBUTED

PROFESSIONAL PROFILE

I am a growth-minded digital marketing leader who connects technical depth with creative storytelling. Over the past 8+ years, I have helped over 30 B2B brands build meaningful connections with their audiences through SEO, targeted paid media, lifecycle email, and modern AI workflows. My career progression (from technical writer to Chief Operations Officer) reflects my passion for both hands-on execution and high-level strategy. Whether scaling a publication from zero to 10,000 subscribers or architecting automated campaign operations, I focus on building marketing systems that deliver measurable revenue impact.

CORE COMPETENCIES & TECH STACK

Marketing Strategy & Operations

B2B Growth Strategy, Lifecycle & Email Marketing, Conversion Rate Optimization (CRO), Campaign Automation.

SEO, Paid Media & Analytics

Google Ads, Meta Ads Manager, GA4, Ahrefs, Semrush, Technical SEO, AI Search Optimization.

AI & Workflow Automation

Claude, Gemini, Hermes AI Integration, ClickUp Automated Routing, SBL Outreach Workflows.

Web, CRM & Publishing

WordPress, Webflow, Lovable, GitHub, Vercel, Beehiiv, HubSpot, Mailchimp, GoHighLevel.

PROFESSIONAL EXPERIENCE

TEKNON GROUP (Teknon Copywriters, Teknon Group, Teknon Labs)

Chief Operations Officer (COO)

2025 – Present

- Strategic Client Leadership:** Steer end-to-end marketing strategy and delivery across a global B2B client portfolio, managing cross-functional creative teams, client relationships, and campaign operations.
- AI Process Engineering:** Designed custom AI research and drafting pipelines (combining Hermes, Claude, and Gemini) linked to ClickUp, accelerating content production while maintaining strict editorial quality control.
- Operations & Digital Publishing:** Maintain direct hands-on oversight of newsletter publishing, web builds, and automated social outreach campaigns to consistently hit client growth targets.

Digital Marketing Specialist

2022 – 2025

- Integrated Multi-Channel Growth:** Planned and executed high-performing SEO, Google Ads, and Meta Ads campaigns that improved click-through rates and lowered client acquisition costs.
- Social Media Strategy & Campaign Execution:** Developed and implemented end-to-end social media strategy across platforms like Meta and LinkedIn, aligning multi-channel messaging to build audience engagement and drive brand visibility for European and global B2B clients.
- Full-Funnel Nurture:** Built aligned audience targeting models, custom landing pages, and email nurture workflows in Beehiiv, Mailchimp, and HubSpot, utilizing GA4 to optimize customer journeys.

■ PROFESSIONAL EXPERIENCE (CONTINUED)

- Editor-in-Chief

2021 – 2022

 - **Editorial Leadership:** Directed editorial calendars, coordinated a team of technical writers, and established rigorous review processes to ensure every asset met strict brand guidelines and technical accuracy.
- Technical Content Writer

2018 – 2021

 - **B2B Content Development:** Authored in-depth technical articles, landing pages, and service copy for technology brands, optimizing all assets for organic search ranking and user engagement.

■ FEATURED MARKETING PROJECTS & IMPACT

- **Newsletter Growth Engine (0 to 10,000+ Subscribers):** Architected content, distribution, and subscriber retention strategies on Beehiiv/Mailchimp, scaling an organic reader base from scratch.
- **Social Outreach & Campaign Automation:** Built automated LinkedIn survey workflows and instant response sequences using SBL, generating steady qualified outbound engagement.
- **Modern Web Development & Deployment:** Designed and deployed custom landing pages and publication websites utilizing Webflow, WordPress, Lovable, GitHub, and Vercel.

■ SELECTED CLIENT EXPERIENCE

Direct marketing delivery and campaign execution across key client partnerships:

Client	Core Contribution	Focus Area
EPOM	Paid Acquisition & Multi-Channel Ad Management	Google & Meta Ads
Automally	Lifecycle Email Automation & Lead Nurturing	Email Marketing / CRM
Marketechy / HackerNoon	Technical SEO Strategy & Editorial Content	Organic Search & Copy
DOIT Software / Brightech	Technical Writing, Landing & Service Page Copy	Web & Conversion Copy
LEMON.IO	Social Media Strategy & Community Engagement	Social Media Growth

Additional agency client contributions delivered through Teknon: Zapier, AgileEngine, Justpoint, Xenoss, Symphony, Relevant.

■ EDUCATION

BSc (Hons) Chemical Technology
Midlands State University
2011 – 2014

■ CERTIFICATIONS

- Google Analytics 4 (GA4) Essential Training
- Brand Strategy & SEO Link Building
- Local SEO & Digital Marketing Tools

