

THAMSANQA NDEBELE

AI AUTOMATION & SYSTEMS IMPLEMENTATION SPECIALIST

Zimbabwe | Remote | LinkedIn: [linkedin.com/in/thamsanqa-ndebele-44675b29](https://www.linkedin.com/in/thamsanqa-ndebele-44675b29)

PROFESSIONAL SUMMARY

AI Automation & Systems Implementation Specialist with 10+ years of commercial experience spanning business systems, digital operations, conversion optimisation, project delivery, sales and customer-facing roles. Experienced in translating business problems into practical technical solutions, from requirements discovery and workflow design through application development, integrations, testing, deployment and user adoption. Currently leads systems implementation projects through AptShift Systems, building AI-enabled Business Operating Systems and internal applications using Lovable, Supabase, React-based technologies, APIs and AI-assisted development. Previous fully remote experience includes end-to-end digital course production for Alison.

CORE CAPABILITIES

AI & Workflow Automation • Business Process Analysis • Systems Implementation • Requirements Discovery • Low-Code / AI-Assisted Development • Supabase • Lovable • React-based Applications • API Integrations • Database & Workflow Design • Role-Based Access • Dashboards & Reporting • QA & Testing • Client Onboarding • Technical Troubleshooting • SEO • Project Ownership

PROFESSIONAL EXPERIENCE

Founder / AI Automation & Systems Implementation Consultant | AptShift Systems

Aug 2025 – Present | Zimbabwe / Remote

- Conduct business-process discovery with owners, managers and operational teams, identifying bottlenecks, manual processes and opportunities for automation.
- Translate operational requirements into system architecture, workflows, database structures, role permissions, dashboards and phased implementation plans.
- Build and deploy web-based business applications using Lovable, Supabase, React-based technologies, APIs and AI-assisted development workflows.
- Design systems across CRM, sales, customer portals, operations, finance workflows, inventory, reporting, field data collection, e-commerce and administration.
- Manage projects from discovery and prototyping through testing, deployment, user onboarding and ongoing optimisation; troubleshoot application logic, databases, authentication and integrations.

Selected implementations: multi-division Business Operating System spanning driving-school operations, manufacturing, logistics and shared services; digital driving-school management platform; NGO engagement and reporting intelligence system; government economic field-data collection pilot; diaspora e-commerce and fulfilment platform; event and stakeholder management system.

Course Publisher | Alison – Empower Yourself

Mar 2020 – Nov 2022 | South Africa / Remote

- Owned the end-to-end production of online courses, transforming raw video and text material into structured, learner-ready courses published on the Alison platform.
- Reviewed source material and determined appropriate course format and depth, including diploma and certificate courses.
- Designed course structures by organising content into modules, topics and lessons; edited and segmented video into suitable learning units.
- Created course titles, descriptions, quizzes and final examination questions based on the learning material.
- Built and published courses within the Learning Management System, applying SEO principles to descriptions and metadata and completing final quality assurance before submission.
- Worked independently in a fully remote environment, taking projects from ambiguous/raw inputs through finished production-ready outputs.

Sales Specialist | Old Mutual

Aug 2016 – Oct 2019 | South Africa

- Supported customer acquisition and business development for financial advisers across the organisation's product offering.
- Engaged prospects, generated appointments and supported marketing and event activities.

Chief Conversion Optimizer | Apt Conversions

Dec 2016 – Jan 2019 | Johannesburg, South Africa / Remote (Part-time)

- Helped businesses improve revenue, customer acquisition efficiency and customer experience through structured conversion research.
- Identified website conversion barriers, formulated hypotheses and used A/B and multivariate testing to validate improvements.

EARLIER CAREER

Marketing Executive — Soft Skills Generation Z (May–Dec 2016) • New Business Development — Rand Trust Financiers (Jul 2014–Oct 2015) • Sales Consultant — Market SA (Jan 2012–Jul 2014) • Direct Sales Consultant — Real Promotions (Jan 2011–Jan 2012)

EDUCATION & PROFESSIONAL DEVELOPMENT

University of Cape Town — Online Marketing Short Course / Internet Marketing, 2014–2015

Training and prior certification/coursework include Google Analytics, web design, SEO, PPC, social media, email marketing, analytics, copywriting, business communication, time management and business negotiation.

ADDITIONAL EXPERIENCE

Independent Translation Services / Career Break | Jan 2022 – Sep 2023 | Africa