

Dibwe Kalangu

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Professional Summary

Digital marketing and growth-focused professional with a background in software engineering, analytics, product development, and business operations. Experienced in lead generation, CRM workflows, marketing automation, customer journey optimisation, and conversion tracking to support business growth and operational efficiency.

As the founder of Bubakii, I have developed and optimised customer acquisition systems, lead management workflows, reporting dashboards, and automated engagement processes. By combining my technical expertise with commercial insights, I enhance marketing performance, improve customer experiences, and facilitate data-driven decision-making. Additionally, I have implemented local search optimisation initiatives, including managing Google Business Profiles, which have improved online visibility and bolstered customer acquisition efforts.

Core Skills

Lead Generation

- Designed and optimised lead capture and qualification workflows.
- Built automated lead routing and nurturing processes.
- Improved response times through workflow automation.

Analytics & Reporting

- Built dashboards tracking leads, conversions, customer journeys and operational performance.
- Analysed funnel performance and conversion bottlenecks.

Marketing Technology & Analytics

- Meta Ads campaign management
- Google Business Profile management
- Google Analytics
- Google Search Console
- SEO optimisation
- Conversion tracking
- UTM tracking
- CRM workflows
- Marketing automation
- WhatsApp Business automation
- Funnel analytics
- Reporting dashboards

Website & Conversion Optimisation

- Built and optimised landing pages.
- Improved website performance and user experience.
- Applied SEO and technical optimisation practices.

Proficient in SQL, reporting dashboards, funnel tracking, and ETL pipelines, ensuring accurate data insights and operational clarity.

Professional Strengths: Product Thinking, Operational Problem Solving, Mentorship, Cross-Functional Collaboration, and clients.

Professional Experience

Founder | Product, Growth & Systems Lead

Bubakii

Jul 2024 – Present | Johannesburg, South Africa

Designed and implemented customer acquisition, lead management and conversion workflows supporting quote generation, customer engagement and service bookings.

- Manage day-to-day operational coordination, stakeholder communication, service delivery workflows, and ongoing market research to enhance customer experience and operational efficiency.

- Designed and developed internal operational systems using React, TypeScript, Node.js, PostgreSQL, and MongoDB, streamlining workflows and improving efficiency. Built centralised processes for lead intake, quoting, booking management, customer communication, and operational tracking.
- Developed AI-assisted WhatsApp workflows for customer qualification, lead routing, and automated follow-ups. Introduced dashboards for monitoring lead flow, quote activity, conversions, and service coordination.
- Designed and maintained cloud-based deployment environments using Linux virtual servers, Docker containerization, reverse proxy configuration, SSL management, and production infrastructure for both internal systems and customer-facing services.
- Led product and operational decisions, balancing customer experience, business practicality, and delivery efficiency while continuously improving workflows to reduce manual coordination and fragmented processes.

Tools

- Google Search Console
- Google Analytics
- SEO optimisation
- Funnel analytics
- CRM workflows
- Marketing automation
- WhatsApp Business automation
- Conversion tracking
- UTM tracking
- Reporting dashboards

Key Outcomes

- Reduced repetitive lead handling by automating workflows and centralising communication, resulting in faster response times and higher conversion rates.
- Enhanced visibility across lead, quote, and booking pipelines through unified operational tools.
- Eliminated spreadsheet-driven coordination by moving to internally managed digital workflows.
- Expanded customer acquisition channels while ensuring consistent follow-ups and improved operational responsiveness.
- Developed scalable internal systems that support both customer engagement and service operations.

Software Engineer

Open Vantage

Jul 2023 – Jun 2024

Contributed to the development and improvement of multiple software products supporting energy management and operational business systems within a fast-paced product environment.

Key Contributions

- Developed and maintained frontend features using React and TypeScript
- Contributed to backend systems using Node.js, GraphQL, Prisma, Knex, and PostgreSQL
- Supported delivery across multiple products with changing technical and operational requirements
- Improved maintainability and usability across shared systems and interfaces
- Assisted with debugging, feature refinement, testing support, and release preparation
- Collaborated closely with developers, designers, and product teams during sprint delivery cycles
- Adapted quickly between products, priorities, and technical contexts

Key Outcomes

- Supported more reliable feature delivery through improved maintainability and cleaner implementation approaches
- Contributed to operational continuity across multiple active product environments
- Helped improve usability and development consistency within shared systems
- Established operational and deployment workflows that supported continuous improvement, faster iteration, and more reliable delivery across customer-facing and internal systems.

Lead Developer

Credipple

Jul 2020 – Jul 2023

Played a hands-on role in rebuilding and improving the platform to support better growth, scalability, operational stability, and long-term maintainability.

Key Contributions

- Helped modernise the platform architecture to support future scalability and operational flexibility
- Developed frontend systems using React and component-based architecture principles
- Built backend services and APIs using Node.js and TypeScript
- Improved maintainability through reusable code structures and cleaner implementation patterns
- Supported deployment workflows, testing processes, and release readiness
- Balanced business priorities, delivery speed, and technical quality during implementation decisions
- Provided delivery continuity during periods of platform growth and evolving business requirements

Key Outcomes

- Contributed to rebuilding the platform on a more scalable and maintainable technical foundation
- Improved development consistency and long-term maintainability through a cleaner system structure
- Supported ongoing platform growth while maintaining delivery momentum across releases

Coding Mentor

Umuzi.org

Aug 2015 – Aug 2020

Mentored aspiring developers through practical software development training, project guidance, debugging support, and collaborative learning environments.

Key Contributions

- Mentored junior developers in JavaScript, Node.js, React, Git, and web development fundamentals.
- Guided learners through projects, debugging, and software delivery practices.
- Enhanced problem-solving skills, code quality, and technical confidence.
- Fostered career readiness through collaboration, communication, and version control.
- Customised mentorship approaches to fit various learning styles and technical backgrounds.

Key Outcome(s)

- Mentored junior developers who later progressed into professional software engineering roles within established technology companies and product teams.

Freelance Web Developer

Student / Self-Employed

2010 – 2015

Delivered web and e-commerce solutions for businesses across services and content-driven environments.

Key Contributions

- Built websites, e-commerce stores, and business platforms using WordPress, MySQL, and related web technologies
- Worked directly with clients to gather requirements and translate business needs into practical digital solutions.
- Managed deployments, hosting, troubleshooting, updates, and ongoing maintenance
- Improved usability and content management workflows for non-technical users

Key Outcomes

- Built early commercial experience in ownership, client communication, and solution delivery
- Delivered practical digital solutions supporting small business operations and online presence
- Improved WordPress Lighthouse performance scores across mobile and desktop experiences
- Reduced page load times through caching strategies, infrastructure tuning, and frontend optimisation improvements

Education

National Diploma in Software Development
Walter Sisulu University
2010 – 2014
NQF Level 6