

MANASSE EHAMBE WETSHI

Finance & Accounting • Digital Marketing • Technology & Data

MBA Finance | Data Analysis | LLM Prompt Engineering | Entrepreneur

India • Democratic Republic of the Congo • International / Remote

Phone: +91 852-738-69-49

Executive Profile

MBA Finance professional and entrepreneur combining financial analysis, digital growth, technology, and data-driven problem solving. Experienced across financial accounting, financial-statement analysis, budgeting, financial modelling, advanced Excel, digital advertising, web development, client support, quality leadership, data analysis, and LLM prompt engineering. Founder of digital and technology ventures, with hands-on experience building digital products, managing campaigns, supporting clients, and translating business requirements into practical solutions.

My strongest value proposition is the ability to connect **finance, marketing, technology and operations**—from building a financial model and management report, to launching a digital campaign, developing a secure web application, or guiding a client through a complex service journey.

Three Strategic Areas of Expertise

01 FINANCE & ACCOUNTING

Financial accounting and reporting; financial-statement analysis; budgeting and forecasting; financial modelling; financial projections; advanced Excel including VBA; reporting, page setup and presentation automation; Microsoft Office productivity; business analysis and decision support.

02 DIGITAL MARKETING & GROWTH

Full-funnel digital campaign management for brands, organizations and campaign environments. Google Ads (Display, Search and Performance Max), Microsoft/Bing Ads, Meta Ads and network advertising including Taboola, TrafficStars and Propeller Ads; audience targeting, acquisition, conversion and optimization.

03 TECHNOLOGY, DATA & ENTREPRENEURSHIP

Founder of ITdesk with hands-on web development, PHP and application development, alongside data analysis, LLM prompt engineering and client-facing operations. Able to build secure, role-based web projects with password-protected access and structured user permissions.

Technical & Analytical Capability

Excel / VBA Advanced	**Financial Modelling** Strong	**SQL** Intermediate
Python Basic	**Power BI** Strong	**Tableau** Currently learning
PHP / Web Development Strong	**Application Development** Strong	**LLM Prompt Engineering** Strong
Digital Advertising Strong	**Microsoft Office** Advanced	**CRM / Client Support** Strong

CAREER

Professional Experience

Founder & Owner
DigiRange LLC (USA) | 2019 – Present

- Founded and lead a digital business spanning digital content creation, hosting and domain services, web design/development and application development.
- Own business strategy, operations, client acquisition and revenue growth; manage client relationships across multiple industries.
- Apply digital advertising, technology and business analysis to support growth and online visibility.

Founder & Director
APHORIZONS | Education Consulting

- Established and manage an education venture offering Advanced Placement courses and university admission guidance.
- Lead programme development, student counselling, university partnerships and student-success initiatives.
- Built a partner-university network supporting placements in England, Australia, Canada and India.

LLM Prompt Engineer & Data Analyst
Turing Company (USA) | Remote | 2023 – 2024

- Created and refined LLM prompts for diverse applications, contributing to improved response accuracy.
- Used SQL for data extraction and analysis to produce actionable insights for business decisions.
- Supported clients, collaborated cross-functionally and contributed to AI workflow integration and optimization.

Team Leader — Audio Quality Assessment
HyperQuality, Gurgaon | 2018 – 2023

- Led audio-quality assessment teams and maintained adherence to defined quality standards.
- Developed quality-control processes associated with a reported 15% improvement in audio-quality scores.
- Trained and mentored new team members and analysed audio data to identify trends and provide feedback to development teams.

French Expert — Quality & Monitoring / Team Leader
Easy Tech (Tech Vedict India Pvt.) | 2016 – 2018

- Oversaw the French quality function and monitored live customer interactions.
- Provided coaching and feedback associated with a reported 25% enhancement in call quality.
- Delivered customer support and led/mentored a team of 10+ agents while supporting sales initiatives.

Finance & Accounting — Professional Value

FINANCIAL ANALYSIS	BUDGETING & MODELLING	ADVANCED EXCEL
Financial accounting; analysis and interpretation of financial statements; management reporting; variance analysis; business-performance review.	Budget preparation, financial modelling, forecasting and financial projections using Excel-based analytical frameworks and business assumptions.	Advanced Excel user with VBA capability; reporting automation; structured templates; formulas, dashboards, page setup and presentation-ready reporting.

Business systems: able to translate business requirements into structured digital workflows, including web-based projects with password-protected access, user roles/permissions and controlled access levels.

STRATEGIC CAPABILITY

Digital Marketing & Growth

Paid Media	Google Ads: Display, Search and Performance Max; Microsoft/Bing Ads; Meta Ads; network advertising including Taboola, TrafficStars and Propeller Ads.
Full-Funnel Strategy	Audience discovery, awareness, consideration, acquisition, conversion and retention; campaign structure, creative testing, targeting and optimization.
Campaign Creation	Digital campaigns designed to promote brands, services, organizations and campaign initiatives, with a focus on measurable reach, traffic, leads and conversions.
Growth Mindset	Combines business understanding, creative messaging, analytics and performance monitoring to improve campaign efficiency and decision-making.

CURRENT ENTREPRENEURIAL ACTIVITY

ITdesk — Technology & Digital Services

Currently operating **ITdesk**, an IT and digital solutions company. The business positioning reflected in the provided company material includes enterprise technology services across custom software development, cloud infrastructure, zero-trust cybersecurity, AI & automation, and 24/7 managed IT support.

WEB & SOFTWARE DEVELOPMENT

Hands-on web development, PHP coding and application development; capable of turning business requirements into functional digital products.

SECURE DIGITAL PROJECTS

Role-based access, password-protected environments and structured user permissions for web projects and client-facing systems.

AI, AUTOMATION & DATA

LLM prompt engineering, data analysis and practical use of AI/automation to improve workflows and business processes.

ENTERPRISE IT

ITdesk service portfolio: custom software development, cloud infrastructure, zero-trust cybersecurity, AI & automation, and 24/7 managed IT support.

CLIENT-FACING ENTREPRENEURSHIP

Medical Tourism & Patient Support

Involved in **Soins Médicaux en Inde (SMI)**, a medical-tourism agency focused on helping patients evaluate and access medical care in India. The current website describes personalized consultation, hospital/price comparison, treatment planning and continuous support throughout the medical journey. This work requires constant handling of patient enquiries, clear communication, service coordination, trust-building and practical problem resolution.

PATIENT QUERY MANAGEMENT	SERVICE COORDINATION	BUSINESS OPERATIONS
Responding to patient questions, clarifying needs and guiding prospects toward appropriate next steps.	Supporting the journey from initial enquiry and estimates through planning and ongoing assistance.	Combining digital communication, marketing, client support and operational follow-through.

Education & Credentials

Master of Business Administration (MBA) — Finance	Stratford University, USA (India Campus) | 2018 | GPA 3.1
Bachelor of Business Administration (BBA)	Stratford University, USA (India Campus) | 2012 – 2016 | GPA 3.0

Relevant coursework: Business Strategy, Marketing Management, Financial Accounting, Operations Management, Data Analysis, Corporate Finance, Investment Analysis and Financial Modelling.

ENTREPRENEURIAL PROJECTS

Micah Health Facilitator https://micahhealthfacilitator.com/
ITdesk · Technology & Digital Services https://itdesk.space/
Both projects were built independently and are currently operated online through paid advertising and SEO.

Certifications & Professional Development

- Digital Marketing — Coursera / Google certification programme
- Project Management — Coursera / Google Certified
- Business Analytics — Google certification in progress
- IT Support — Coursera / Google certified Module 1
- Additional Coursera learning in Advanced Data Analysis, Machine Learning and AI for Business

Professional Capability Matrix

Area	Capability level	Selected tools / application
Finance & Accounting	**Advanced / Strong**	**Financial accounting, statements, budgeting, modelling, projections, Excel/VBA**
Data Analysis	**Strong**	**Excel, Power BI, SQL (intermediate), Python (basic), statistical analysis**
Data Visualization	**Strong / Developing**	**Power BI strong; Tableau currently learning**
Digital Marketing	**Strong**	**Google Ads, Bing/Microsoft Ads, Meta Ads, Taboola, TrafficStars, Propeller Ads**
Technology	**Strong**	**PHP, web development, application development, secure role-based web projects**
AI / LLM	**Strong**	**Prompt engineering, workflow optimization, AI-assisted business applications**
Client Operations	**Strong**	**CRM, customer support, quality assurance, team leadership, service coordination**

Selected Digital Portfolio

Personal profile & professional portfolio • https://www.wetshimanasse.org
Professional background, education, professional path, portfolio and personal projects.
ITdesk — IT & digital solutions • https://itdesk.space/
Company platform covering technology and enterprise digital services.
Soins Médicaux en Inde — Medical Tourism • https://www.soinsmedicauxeninde.org/
Medical-tourism platform for patient enquiries, hospital/price comparison, treatment planning and ongoing support.

Languages

French Native proficiency	**English** Professional proficiency	**International profile** India • DRC • Remote / cross-border

Positioning: Finance-trained entrepreneur who bridges accounting, analytics, digital growth and technology—well suited to roles and projects requiring commercial judgement, structured analysis, digital execution and cross-functional leadership.