Ayanda Kopano Gatsha

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Professional Summary

Technical Founder and Remote Systems Architect with 10+ years of international experience spanning SaaS product development, full-stack engineering, executive operations, and digital communications across Africa, the UK, and Canada.

Founder & Lead Engineer of AdminHub (Pty) Ltd, where I design and deploy modular Next.js and Firebase-based platforms including client portals, admin dashboards, CRM systems, and secure role-based business infrastructure for education, consulting, retail, and hospitality clients.

Long-term remote contributor with UK-based SaaS company CommissionCrowd, supporting global client onboarding, compliance workflows, reporting systems, and large-scale B2B outreach campaigns. Formally trained in journalism (Simon Fraser University), bringing structured communication and analytical clarity into technical and operational execution.

Recognized for reliability, systems thinking, and the ability to translate complex requirements into scalable digital systems within fully remote environments.

Professional Experience

Founder & Director (Technical Lead) – AdminHub (Pty) Ltd | Remote | 2018–Present

Founded and lead development of **AdminHub**, a reusable web platform and delivery framework for rapidly building client-specific websites, dashboards, and SaaS-style portals.

- Architected a modular **Next.js + Firebase platform** enabling fast deployment of production-ready web systems including public sites, admin panels, and client portals.

- Delivered scalable full-stack implementations featuring **role-based access**, protected routing, Firestore security rules, and modular project structures for rapid customization.

- Built and standardized reusable systems including **real-time client/admin messaging**, multilingual UI support, analytics dashboards, and secure file uploads (UploadThing + Firestore).

- Converted Webflow and design prototypes into production-grade React/Next.js builds with strong UX fidelity, responsive layout consistency, and scalable component architecture.

- Strengthened AdminHub's institutional and business credibility through formal advisory engagement (DGEC, LEA Gaborone), aligning live project delivery and valuation models with market assessment standards.

- Produced valuation reports, pricing catalogues, and supporting business documentation grounded in demonstrated project metrics and deployed product assets.

Independent Contractor – CommissionCrowd Ltd (UK) | Remote | 2015–Present

- Worked **full-time (2015–2024)**, transitioned to **part-time (2024–Present)** while leading AdminHub.
- Supported **1000+ global clients** with onboarding, CRM setup, compliance workflows.

- Built reporting dashboards, automated processes and created B2B outreach content.

- Drafted campaigns reaching a database of 25,000+ sales professionals.

Freelance Journalist & Media Contributor | Canada & Botswana | 2013–Present

- Published in *The Navigator* and *The Other Press* (Canada).

- Produced multi-media projects including interviews, trailers, and training films.

- Specialized in lifestyle, opinion, sports, and feature reporting.

📰 **Journalism & Media Portfolio**
🔗 https://www.ayandakopanogatsha.com/media
Includes published features such as *A Guide to Adulting: University Edition* and *Why the Money in Your Pocket Is as Outdated as Religion*.

Selected Projects & Builds

Scents & Suites Luxury Villa — Hospitality Platform + Concierge Chat

🔗 https://www.scentsandsuitesluxuryvilla.com/

- Delivered a luxury hospitality website with brand-specific UI system (custom typography, motion standards, premium color tokens).
- Implemented concierge-style chat assistant tailored to guest booking flows.
- Structured navigation and brochure integration optimized for conversion.

Positioning: Boutique hospitality digital experience system.

iHub Platform — WhatsApp-First Commerce System

🔗 https://theihub.vercel.app/

Built a WhatsApp-integrated digital commerce platform powered by a structured web backend.

- Implemented category-based product browsing (phones, laptops, gadgets) with deal management
- Developed admin dashboard with full product CRUD, deals management, and media upload capabilities
- Integrated WhatsApp ordering workflows replacing informal social media sales
- Deployed secure Firebase-backed CMS with UploadThing file handling and SSL hosting
- Architected for Phase 2 scalability including accounts, invoices, and order tracking

Positioning: Structured commerce engine replacing manual WhatsApp selling.

Additional Client Builds (Platform-Based Deployments)

These projects leverage the same AdminHub-grade foundation with tailored branding and structure:

- **Tech Essentials** — Service-driven business platform
  🔗 https://techessentials.vercel.app/
- **AD Interior Design** — Portfolio + brand presentation system
  🔗 https://adinteriordesign.vercel.app/

Personal Portfolio
🔗 ayandakopanogatsha.com

- Aggregates all builds, valuation catalogues, and media portfolio.

Selected Journalism & Media Portfolio

https://www.ayandakopanogatsha.com/media:-

Written Work

- *Navigator: A Guide to Adulting: University Edition* (2016)

- *The Other Press*: *Why the Money in Your Pocket Is as Outdated as Religion* (2016)

- Features: *Employment Options*, *Study Now, Summer Later*, *Royals Defend Their New West Kingdom*, *One Won and One Lost*

Video & Media

- *Eric Wilkins Interview Profile* (2016, Canada)

- *Sherlock Holmes – Redheaded League Trailer #2* (Douglas College Theatre, 2016)

- *Dogs Herding Sheep Training Film* (2020, Botswana)

Copywriting & Remote Content

https://www.commissioncrowd.com/team/:-

- CommissionCrowd (2016–2024): outreach templates, marketing campaigns, sales copy.

Core Skills

Engineering & Product

- React, Next.js (App Router), Angular

- TypeScript, JavaScript (ES6+), HTML5, CSS3, Tailwind

- Firebase (Firestore, Auth, Realtime), UploadThing

- Webflow (custom code, CMS, API integration)

- Vercel deployment, CI/CD, performance optimization

SaaS, Systems & Business

- Client intake systems, dashboards, CRM tooling

- Multilingual interfaces (EN / KR / TN)

- Valuation models, reporting tools, compliance workflows

- Secure portals, role-based access, analytics

Operations & Administration

- Executive assistance, remote operations support

- Client onboarding, documentation, bookkeeping support

- Process design, workflow automation, reporting

Content, Media & Communication

- Published journalism (Canada)

- B2B copywriting and outreach campaigns

- Multimedia production (video, interviews, training content)

Technical Toolkit

Business & Admin Systems:
 Google Workspace • Microsoft Office • Airtable • Notion • ClickUp • Asana • HubSpot CRM • QuickBooks Online

Digital Operations:
 Project Tracking (Toggl, Trello) • Process Documentation • Formspree Automation • Zapier Workflow Integration • Client Reporting Dashboards

Creative & Media Tools:
 Canva • Adobe Express • Video Editing (YouTube, Promo Assets) • Social Content Scheduling • SEO Optimization & Campaign Analytics

Development & Platforms:
 Firebase • Firestore • UploadThing • Tailwind • Next.js • Vercel Deployment • Multilingual CMS Integration

Communication & Collaboration:
 Slack • Zoom • Google Meet • Microsoft Teams • Cross-Time-Zone Coordination

Education & Certifications

Certificate in New Media Journalism — *Simon Fraser University, Canada* (2016)

- Online, Video & Audio Reporting (B+)

- Interviewing: Profile Writing (B+)

- Journalism Practicum, Law & Ethics, Specialized Writing

Cambridge IGCSE / GCE Ordinary Level — *Rainbow School & International School of South Africa*

- Art & Design (A*), English (A/B), Biology (B), Physical Science (B), Mathematics (C), Drama (C)

Football Academy Programme — *Edukick Manchester* (2012–2013)

- BTEC Sport & Psychology

- Further Education Award — Myerscough College

Professional Training

- Bookkeeping Certification — Intuit (2022)

- Customer Service Certification — Alison (2021)

- Insurance Training Institute:

    - Basics of Long-Term Insurance (CoP)

    - Basics of Short-Term Insurance (CoP)

    - Basics of Wealth Management (Distinction)

Professional Endorsements

"Ayanda has consistently demonstrated adaptability, precision, and quiet effectiveness in every role he's undertaken. He thrives in structured remote

environments, communicates clearly, and consistently improves systems and workflows.”
 — **Laura McGregor**, CEO / Co-Founder, CommissionCrowd Limited

“Ayanda shows exceptional discipline, time management, and analytical strength. His professionalism and commitment to accuracy make him an asset in any operational, financial, or advisory capacity.”
 — **Kebatho Modise**, Insurance Training Institute