

KELVIN JACKSON

DIGITAL CONTENT SPECIALIST

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Dar-Es-Salaam, Tanzania

EDUCATION

College of Business Education | Certificate in Accounts & Business (2021)

Self-Taught Photography Training | Online courses in Marketing, Adobe Lightroom, and Storytelling

WORK EXPERIENCE

Creative Director | Adept Labs | May 2024 – Feb 2025

- Led creative direction for marketing campaigns, ensuring cohesive branding and high-quality content.
- Managed a team of photographers and editors, optimizing workflows and reducing production time by 70%.
- Developed social media and promotional visuals, increasing audience engagement and visibility.

Photography & Videography Assistant (Volunteer) | The Ocean in Dar Church | 2022 – Present

- Assisted in capturing live events, concerts, and church services for social media and promotional content.
- Handled video shooting and editing for advertisements, Sunday news updates, and commercial projects.
- Managed camera setup and teardown, ensuring smooth operations during major events.



FREELANCE

Since 2018: Photographer & Content Creator

- Captured high-quality visuals for national billboard campaigns, including fashion, automotive, and lifestyle shoots.
- Partnered with brands like Nyanzobe Farms, Twiga Treks Safaris, Dar Auto Fest, Liqui Moly, Mkombozi Bank, Earsport Pickleball, and HOPAC, GOET for professional photography and branding.

SOFTWARE

Adobe Photoshop,
Adobe Lightroom,
Premier Pro,
IDavinci Resolve,
Canva

Graphic Design & Media Intern | Yiddishland California | Sept 2024 – Jan 2025

- Designed graphics and edited promotional videos and photos for social media.
- Assisted in visual storytelling to enhance digital engagement and outreach.

Portfolio Links:

My Works

Portfolio

ACHIEVEMENT

- Captured striking visuals for a national billboard campaign, recognized for creativity and attention to detail.
- Developed promotional imagery for a church campaign, increasing engagement and visibility.
- Produced high-impact corporate photography that improved brand storytelling and engagement by 35%.

Technical Proficiency

- Photography & Videography (Lighting, Composition, Drone Operation, Editing)
- Social Media Strategy & Management (Content Planning, Engagement Growth, Analytics)

LANGUAGE

ENGLISH: Fluent,

SWAHILI: Fluent,

FRENCH: Beginner.