CURRICULUM VITAE FOR: Keith Rodney Phiri

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PROFESSIONAL SUMMARY

Versatile and creative digital professional with a strong background in **social media management, graphic design, and animation**. Skilled in planning and executing digital campaigns, designing compelling visuals, and managing multi-platform social content strategies that drive engagement and brand growth. Proficient in Adobe Creative Suite, Meta Ads Manager, and video editing tools, with hands-on experience managing social pages and designing brand assets for diverse clients. A self-motivated learner and collaborative team player, eager to contribute to dynamic marketing and design teams by creating content that connects, converts, and inspires.

PERSONAL INFORMATION

Sex: Male

Current Place of Residence: Bulawayo.

Date of Birth: 25/08/2003

Nationality: Zimbabwean

CORE COMPETENCIES

- **Creative Thinking**
- **Attention to Detail**
- **Problem Solving**
- **Spoken and written Communication**
- **Web Design & Programming**
- **Adaptability**
- **Self-Learning**

TECHNICAL EXPERIENCE

- **Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, Lightroom), Canva
- **Social Media & Analytics:** Meta Business Suite, Meta Ads Manager, Google Analytics
- **Audio & Video Editing:** Adobe Audition, Premiere Pro, CapCut
- **Web Platforms:** WordPress, Wix
- **Generative AI:** Skilled in prompt engineering, generative AI tools, and foundational machine learning concepts

PROFESSIONAL EXPERIENCE

Social Media manager, Content Designer

FlexiWork Workspace and Coworking.   **| Bulawayo**

Intern, On-Site   Since 06/04/25

Key Duties

- Collaborating with the marketing team to develop, refine, and implement tailored social media strategies across platforms.
- Designing visual content for both digital and print use, including posters, flyers, social media banners, and promotional materials.
- Capturing, editing, and optimizing short-form video content for platforms like TikTok and Instagram Reels to boost engagement.

Social Media Manager & Graphic Designer

Ethnik Kollections   **| Bulawayo**

Profile link: [*facebook*](facebook)

Freelance/Contract   10/2022 – Present

Key Duties:
- Managing and scheduling content across major social media platforms to maintain brand consistency and engagement.
- Monitoring analytics and refining campaign strategies to increase reach, generate leads, and improve ROI.
- Creating and managing targeted Facebook ad campaigns using Ads Manager and Meta Business Suite.
- Engaging with customers through messages and comments to foster brand loyalty and handle inquiries.
- Designing visually appealing graphics, including banners, posters, and flyers to boost online engagement and brand visibility.

Achievements:
- Developed and executed digital marketing strategies that increased social media engagement by over 40% between 2023 and 2024.
- Regularly wrote engagement driving copy
- Designed compelling graphics and edited visual content for social media platforms, resulting in an increase audience conversion and retention.

Animator

Chaftop Films |Bulawayo

Part Time   11/2022 – 09/2023

Key Duties
- Character animation for an animated children's film meant for TV, under tight production deadlines.
- Following director instructions and scripts to animate as required by the show storyline.

Achievements
- Collaborated with creative teams to design engaging characters and visual sequences.

Graphic Design and Animation Instructor

Abenhla Digital | Bulawayo

Full Time   10/2023 – 02/2024

Key Duties

- Teaching animation and graphic design using Adobe Creative Suite, leveraging skills learned through self-study and professional experience

- Trained beginner and intermediate students, helping them develop professional portfolios in graphic design.

Freelancer

Rodneytech, Inc. | Bulawayo

Self-Employed   Since 09/2021

- Established Rodneytech, Inc. and Edtech startup developing educational web platforms like khoda, and also provides services in Web development, 2D animation, and Brand management.
- Teaching and leading a team of young people.
- Self-taught many of the technical skills that have contributed to Rodneytech's success, demonstrating a high level of commitment and leadership…having completed projects with clients including the NUST Institute of Development studies and Plan International.

Education:

1. O' Level – 11 Passed
   Pumula High School | 2016 – 2020
2. A' Level (Physics, Computer Science, Mathematics) – 2 Passes
   St. Bernard's High School | 2021 – 2022
3. Graphic Design, Animation and video Editing.
   Self Taught
4. Coursera – Google Cybersecurity and IT support professional certificates.
   Impact Hub Harare

Certifications:

- ❖ Graphic Design Concepts – **LinkedIn Learning, 2024**
- ❖ Google IT Support Professional **Certificate – Coursera, 2024**
- ❖ Microsoft Generative AI Certificate – **Microsoft, LinkedIn Learning, 2024**

Portfolio:

Social Media Management

1. **Ethnik Collections: [Performance and Ads reports(Google Drive)](#)**

2. **Whisper Sleek(Feb- March): [Social Media reports(Google Drive)](#)**

3. **RTi.   : [Company Website](#)**

Graphic Design: [Behance](#)

Animation: [Tik Tok](#)

LinkedIn: [My Certifications on LinkedIn](#)

Languages:

- English (Excellent written and Spoken Professional Proficiency)

- Ndebele (Native)

- Shona (Fair proficiency)

Hobbies & Interests:

- Art, Animation, Anime.

- Tech and AI.

References:

Available on request