

DIGITAL MARKETER

Panashe B Seremani

PROFILE

Creative and driven digital marketing student with hands-on experience in social media management, content creation, and video editing. Currently pursuing a Certificate in Digital Marketing with Uncommon.org, with a passion for brand storytelling and growing online visibility. Eager to gain real-world experience and contribute to a dynamic marketing team.

PROJECT EXPERIENCE

PulsePoint Marketing (Personal Brand Project)

Founder & Digital Marketer | 2025

- Created and managed a digital marketing brand to showcase skills in branding and promotion.
- Designed social media content using Canva and scheduled posts.
- Developed a brand book and email marketing samples (welcome & promotional).
- Gained hands-on experience in managing a brand's voice and digital presence.

Digital Marketing Trainee & Volunteer

Uncommon.org | 2025 - Present

- Designed customer journey maps and marketing personas for brand development projects.
- Created digital campaigns and posts using Canva for educational and outreach initiatives.
- Taught basic game development using Scratch to children at Rukudzo Primary and Lord Orphanage.
- Contributed to community-based events at Raregold Resort and Kambuzuma Hub to raise brand visibility.

EDUCATION

Uncommon.org | 2025 - Present

Certificate in Digital Marketing(Ongoing)

Includes: SEO, Social Media Marketing, Brand Development

SKILLS

- *Social Media Marketing (Facebook, Instagram, WhatsApp Business)*
 - *Content Creation & Blog Writing*
 - *Video Editing (CapCut, Canva)*
 - *Basic SEO Understanding*
 - *Email Marketing (Mailchimp – welcome and promotional emails)*
 - *Campaign Planning*
 - *Team Collaboration & Communication*
 - *Google Workspace & Microsoft Office*
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CERTIFICATES

- *Analytics Certification*
 - *Marketing Certification*
 - *Communication and Leadership Certification*
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CONTACT

+263718644197 / +263773160534
panasheseremani99@gmail.com