

MARKETING SPECIALIST

Panashe B Seremani

PROFILE

Creative and goal-oriented digital marketing specialist with experience in brand development, content creation, SEO, and social media marketing. Proven ability to execute marketing strategies, manage campaigns, and generate engagement across digital platforms. Passionate about helping businesses grow their online presence through compelling storytelling, data-driven decisions, and innovative marketing tools.

WORK EXPERIENCE

Digital Marketing Lead

PulsePoint Marketing | 2025 – Present

- Built and managed a marketing agency focused on branding, content creation, and digital strategy for startups and small businesses.
- Developed brand books, social media strategies, and visual content using Canva and Figma.
- Executed email marketing campaigns using Mailchimp for clients in tourism, events, and healthcare sectors.
- Oversaw SEO optimization and managed performance tracking to improve organic reach.

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

Certificate in Digital Marketing

Includes: SEO, Social Media Marketing, Brand Development

SKILLS

- Social Media Strategy (Instagram, Facebook, WhatsApp)
 - SEO & Keyword Research
 - Content Creation (Canva, Figma, CapCut)
 - Email Marketing (Mailchimp)
 - Branding & Customer Journey Mapping
 - Google Analytics & Reporting
 - Website & Portfolio Management (Wix)
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CERTIFICATES

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

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