

Tanyaradzwa

Marketing Specialist

Remote | Zimbabwe

ROOCRUIT

PROFESSIONAL SUMMARY

Results-driven Marketing Specialist with extensive experience in digital strategy, content creation, and brand elevation across international markets. Proven track record in increasing social media engagement by over 100% and driving lead generation through data-backed A/B testing and integrated multi-platform campaigns. Adept at managing complex brand portfolios and translating market data into actionable growth strategies.

KEY SKILLS

- Digital Strategy & Brand Identity
- Content Strategy & Copywriting
- Social Media Management (LI, FB, IG, YT)
- Media Monitoring & Sentiment Analysis
- Lead Generation & A/B Testing
- Performance Reporting & Analytics
- Public Relations & Event Management
- Technical SEO & Website Optimization

PROFESSIONAL EXPERIENCE

Freelance Marketing Consultant**May 2025 — Present***International Media & Manufacturing Consultancy (Remote, USA)*

- Developed and launched an official digital presence for a book launch campaign, increasing page followers by +150% within the first month.
- Led the creation of strategic marketing campaigns and content development to elevate brand visibility and drive sales while aligning with the company's legacy in the industrial sector.
- Directed the virtual and in-person launch of a wellness brand, resulting in 1,024 impressions over four weeks via targeted LinkedIn content.
- Developed long-term digital strategies for sister brands focusing on audience expansion and brand consistency.

Learning and Development Marketing Specialist**Feb 2024 — Present***US-Based Leadership Consulting Firm (Remote)*

- Conceptualized and executed marketing campaigns that increased social media presence by 60% in the first year.
- Enhanced digital presence resulting in 600+ new LinkedIn followers within 6 months through direct marketing initiatives.
- Activated integrated social presence across LinkedIn, Facebook, Instagram, and YouTube.
- Elevated post engagements by over 100% and introduced live events for lead generation based on user behavior.
- Achieved a 10% increase in leads and an 80% increase in followers within the initial campaign month.
- Recommended website enhancements that drove a 30% increase in site sessions and a 60% increase in unique visitors.

Freelance Public Perception & Media Monitoring Analyst**Dec 2024 — Sept 2025***Global Intergovernmental Organization / Diplomatic Mission*

- Monitored mainstream media and online platforms for mentions of the organization to safeguard public reputation.

- Analyzed sentiment trends, disinformation narratives, and key influencers shaping public discourse.
- Compiled over 104 daily media monitoring reports providing tone assessments and implications for public diplomacy.
- Utilized Brand24 for digital media listening to measure reach and sentiment across platforms.

Marketing & Digital Assets Officer

Sept 2021 — May 2022

Property Development & Architectural Design Firm

- Optimized marketing strategies and analyzed daily market trends to coordinate with management.
- Conducted lead generation activities to increase brand visibility and digital market share.
- Spearheaded a corporate social responsibility luncheon in partnership with a leading health association.
- Led the coordination of the inaugural corporate newsletter, managing copywriting, design agency liaison, and final editorial edits.

Copywriter

Mar 2020 — Sep 2021

Full-Service Creative Agency

- Collaborated with marketing teams for major financial services and petroleum brands.
- Created high-conversion copy for blog posts, newsletters, advertisements, and website communications.
- Executed central communications for both digital and traditional platforms to drive product engagement.
- Researched and developed content for email blasts, banner advertising, and social media.

Digital Copywriter & Brand Strategist

May 2019 — Feb 2020

Global Integrated Communications Agency

- Managed the marketing portfolios of six international consumer goods and corporate brands.
- Directed content generation, brand strategy, and social media management for Facebook and LinkedIn.

- Facilitated event management to increase brand awareness.
- Authored monthly research-heavy blog posts and maintained strict editorial standards for all digital assets.

EDUCATION

Bachelor's Honors Degree in Business Management and Information Technology

The Catholic University in Zimbabwe

Project Management, Monitoring, and Evaluation

The Catholic University in Zimbabwe

CERTIFICATIONS

- Email Marketing Certified – HubSpot Academy
- Digital Advertising Certified – HubSpot Academy
- Fundamentals of Digital Marketing – Google Digital Garage

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