

BRENDON SANYAHAWA

DIGITAL MARKETER

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 brendonsanyahawa.vercel.app

A results-driven Digital Marketer open to learning with experience planning and executing multi-channel campaigns that drive brand awareness, audience growth and measurable conversions. Equipped in SEO, content strategy, social media management, paid advertising, analytics, lead generation and conversion optimisation. Great at translating data insights into actionable strategies that elevate digital performance across platforms.

PROFESSIONAL SKILLS

- SEO & Keyword Research
 - Content Strategy & Copywriting
 - Social Media Management
- Meta Ads & Paid Social
 - Campaign Planning & Execution
 - Analytics & Reporting
- Lead Generation
 - Conversion Optimisation
 - Brand Strategy & Design

KEY TOOLS

- Semrush
 - Mailchimp
 - Canva
- Microsoft Office
 - Figma
 - ChatGPT
- Google Analytics
 - Meta Business Suite
 - WordPress
- Google Ads
 - CorelDraw
 - SEOptimer

EXPERIENCE

- 1 | **Safeguard 360° Campaign | Safeguard Zimbabwe**

 - Developed SEO-optimised content and keyword-focused strategies, increasing organic reach and brand visibility.
 - Created and managed content calendars with consistent publishing schedules, boosting engagement metrics.
 - Executed targeted Meta ad campaigns optimised for lead generation and audience conversion.
- 2 | **Bring Back The Fun Campaign | Dandy Zimbabwe**

 - Planned and managed paid social advertising on Meta, driving qualified traffic and lead acquisition.
 - Designed promotional materials for youth-focused initiatives, increasing event attendance and community growth.
 - Analysed campaign performance using analytics tools, delivering insights that refined ongoing strategy.

EDUCATION

- Certificate in Digital Marketing | **Uncommon.org**Jan 2026 - Current
- Certificate in Social Media Marketing | **HP Life**
 - Certificate in Product Design | **Coursera**
 - Certificate in Digital Marketing Revolution | **Coursera**
 - Diploma in Information Technology Support | **Alison**

REFERENCE

- **Mr Cleopas Manjemanje** | Uncommon Hub Lead
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- **Mr Tatenda Matenga** | Uncommon Instructor
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