

Digital Marketer

Portfolio



Brendon Sanyahawa

Who is Brendon Sanyahawa?



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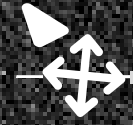


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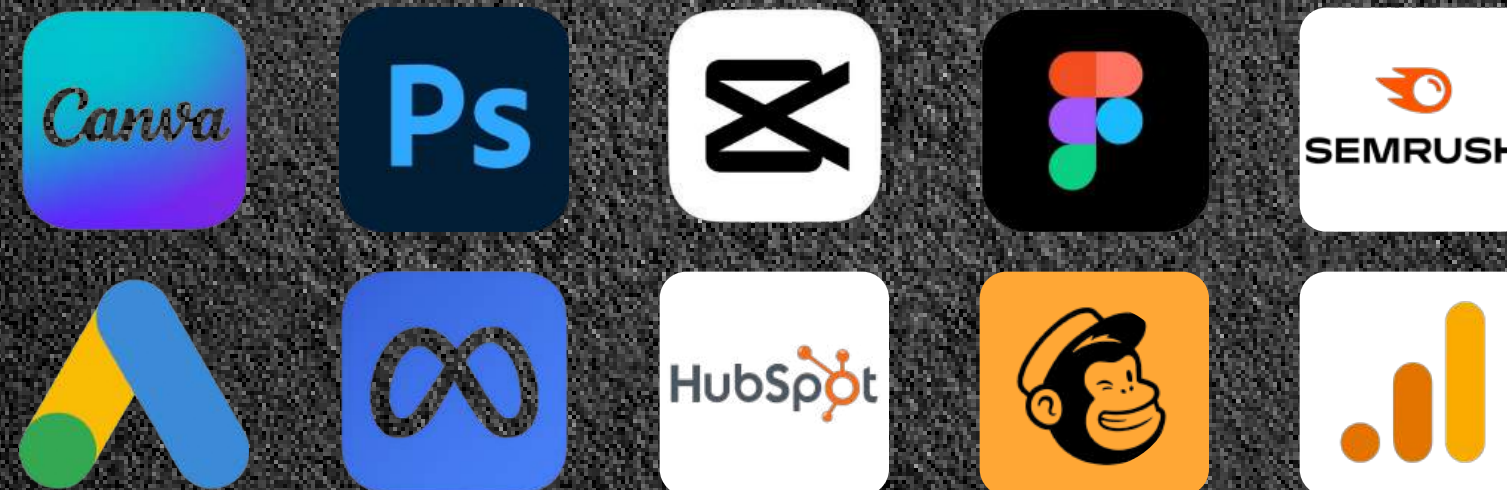


About Me!



I'm **Brendon Sanyahawa**, a creative and results driven Digital Marketer based in Harare, Zimbabwe. Very passionate about helping brands connect with people, tell better stories and grow through digital platforms. I combine marketing strategy, content creation, branding, photography, graphic design and technology to create campaigns that are clear, engaging and very impactful. Through Uncommon.org, I have been developing practical skills in digital marketing, social media strategy, brand communication, UI/UX design, web development, content creation and analytics. I enjoy learning, creating, solving problems and helping businesses present themselves better online.

Software!



My goal is simple: to drive sustainable brand growth through data-driven marketing, strategic positioning, innovative campaigns, and measurable customer engagement that delivers business impact.

Marketing Campaigns

Ideas that connect, engage, and drive action.

Creative campaigns combining strategy, storytelling, and audience insight to create meaningful engagement and measurable impact.

Marketing Campaign

SAFEGUARD CAMPAIGN

The Problem:

Zimbabweans face real security threats daily home break-ins, business theft, vehicle hijackings, and safety concerns for families and employees. Trust in security providers is low, and many see security as reactive (responding after something bad happens) rather than proactive.

The Opportunity:

Safeguard has been Zimbabwe's trusted security partner since 1972, but brand awareness and modern digital engagement are limited. Competitors are gaining ground, and potential customers don't fully understand the breadth of Safeguard's integrated solutions (alarms, armed response, CCTV, access control, tracking, guarding).



Marketing Campaign

Wisejet cranes CAMPAIGN

The Problem:

Wisejet Cranes has quality equipment and experienced operators, but potential clients can't find them online. In 2026, B2B buyers construction project managers and procurement officers search Google, check LinkedIn, and compare options digitally before making contact. Wisejet is invisible in these spaces, losing contracts to competitors with stronger digital presence

The Opportunity:

Zimbabwe's construction and mining sectors are booming (35+ active projects, 100+ firms, 10 mining operations). There's existing demand for crane hire, but most competitors rely on outdated word-of-mouth marketing. This creates a first-mover advantage for Wisejet to dominate digital channels.



Marketing Campaign

DANDY ZW CAMPAIGN

THE PROBLEM:

Dandy was losing relevance with younger audiences who live on digital platforms. With minimal social media presence, no interactive content strategy, and scattered marketing efforts, the brand was invisible where it mattered most TikTok, Instagram, and YouTube. Without measurable KPIs or a structured customer journey, marketing spend was inefficient and sales opportunities were slipping away. Dandy risked becoming just another outdated candy brand in a digital first world.

THE OPPORTUNITY:

This campaign repositions Dandy as a digitally dominant brand that captures Gen Z and millennial consumers. By leveraging viral platforms, user-generated content, and influencer partnerships, we turn customers into brand advocates while driving measurable results.



Marketing Campaign

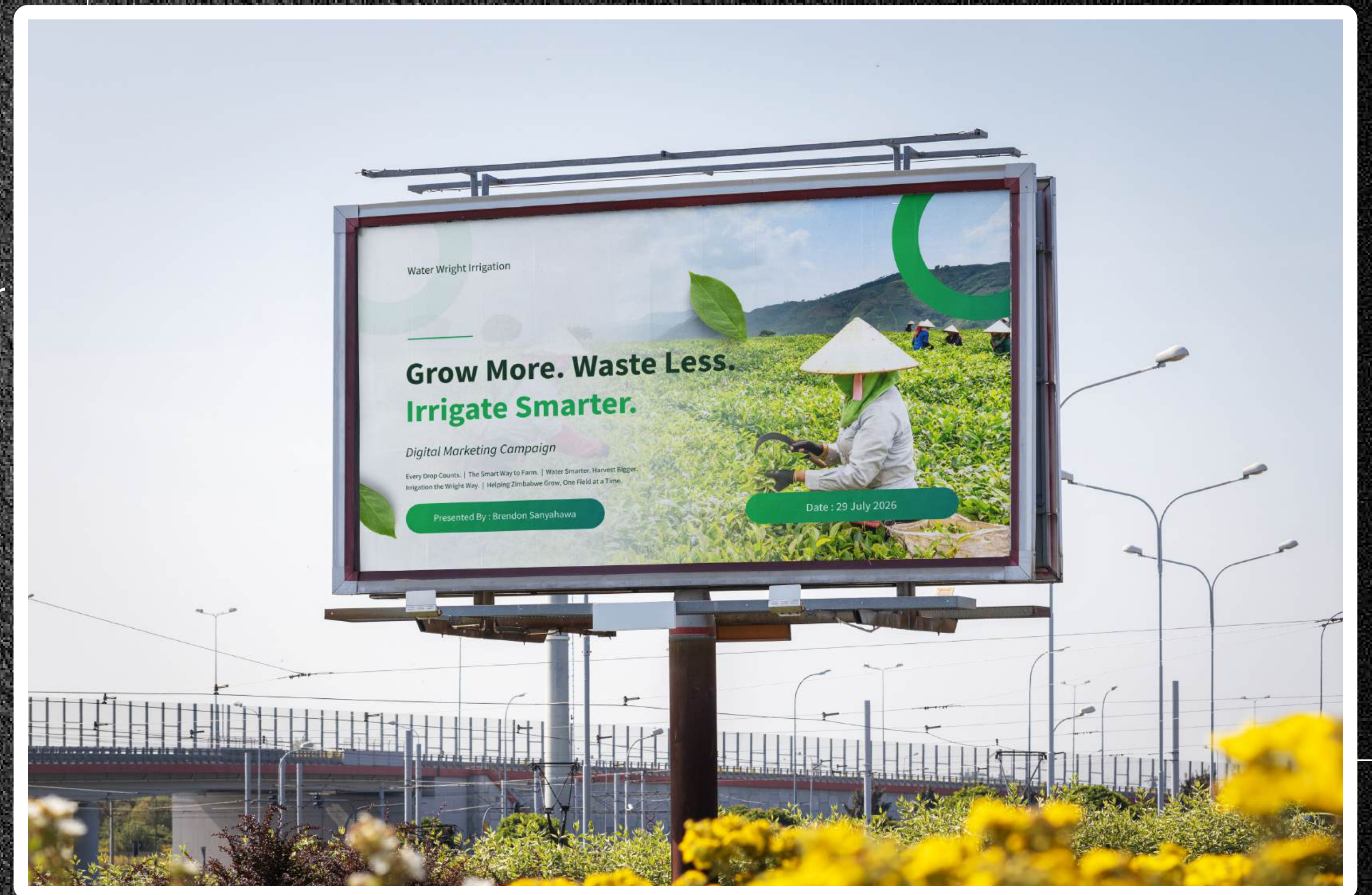
Water Wright irrigation CAMPAIGN

The Challenge:

WaterWright Irrigation operates in Zimbabwe's agricultural sector, where farmers and estate managers face critical water management challenges. Many are still using inefficient flood irrigation systems that waste water and increase operational costs. There's a clear need to reach these potential customers and educate them about modern irrigation solutions (Zimmatic, Netafim, Rain Bird systems).

The Goal:

Transform how Zimbabwean farmers discover and adopt modern irrigation technology moving them from costly, inefficient systems to water saving solutions that reduce costs by 30%+ while increasing crop yields.



Graphic Design

Designing visuals that make ideas impossible to overlook.

Purposeful visual designs that blend creativity, strong aesthetics, and clear communication to make ideas memorable.

Content Marketing

A modern promotional poster designed to showcase great, engaging, and impactful content. The design combines bold typography, creative visuals, and a clean composition to capture attention and communicate the value of quality content. It is crafted to highlight creativity, storytelling, and strategic communication while encouraging audiences to connect, engage, and take action.



Catering Poster

A professional catering flier designed for Dafu Catering, showcasing delicious food, quality service, and a memorable dining experience. The design uses appetizing food photography, elegant typography, and an inviting layout to highlight catering services for events, celebrations, meetings, and special occasions while encouraging customers to make their next event delicious and unforgettable.



Roam Shoe Poster

A stylish promotional poster designed for Roam Shoes, showcasing modern footwear with a bold and fashionable visual approach. The design combines high-quality product imagery, clean typography, and a contemporary layout to highlight the shoes' style, comfort, and versatility while creating a strong appeal for customers looking for footwear that fits their lifestyle.



Beauty Poster

A sophisticated beauty promotional poster for Eterna, designed to communicate elegance, confidence, and timeless beauty. The design combines refined typography, premium visuals, and a clean, feminine aesthetic to showcase beauty products and create a luxurious, memorable impression. It aims to attract customers while highlighting Eterna's commitment to quality, style, and self-expression.



Burgers Poster

A bold and appetizing burger promotional poster showcasing a hot, juicy, and delicious burger. The design uses mouth-watering food imagery, bold typography, and vibrant colours to create an irresistible visual appeal. It highlights the burger's freshness and flavour while encouraging customers to satisfy their cravings and place an order.



Contact Me!



Thank You! Let's work together

Thanks for exploring my work. If you're looking for a marketer who can turn visuals, ideas into brands. Whether you need a social media strategist, content creator that stand out, **let's talk.**

Have a project in mind? Let's make it happen.



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