

TIRIVASHE MARINDA

16 Kirton Street, Masvingo | +263 771 552 208 | tmarinda01@gmail.com
LinkedIn: www.linkedin.com/in/tirivashe-marinda-6425ba161 | **Languages:** English, Shona, Ndebele

PROFILE

Creative digital content specialist with experience managing social media platforms, producing brand aligned visual content and delivering campaign driven storytelling for international organizations and nonprofits. Led content strategy, graphic design and website development projects that strengthened brand visibility and audience engagement across multiple platforms. Produced social media graphics, short form video content and promotional materials supporting STEM education, climate initiatives and youth programs. Skilled in Adobe Creative Suite, Canva, CapCut and modern web tools with a strong understanding of premium brand presentation and audience focused communication.

CORE SKILLS

- Social media strategy and platform management
- Visual storytelling and campaign content
- Short form video editing
- Graphic design and digital branding
- Content planning and scheduling
- Audience engagement growth
- Website publishing and optimization
- Analytics tracking and reporting

Tools: Adobe Photoshop, Illustrator, InDesign, Figma, Canva, CapCut, Meta Business Suite, Hootsuite, WordPress

EXPERIENCE

Digital Marketing Mentor

LERNIO AS (in partnership with SOS Children's Villages Zimbabwe) | Oct 2025 – Feb 2026

- Mentored learners in social media marketing, content creation, paid advertising, SEO and analytics.
- Provided hands-on instruction in Meta Business Suite, Facebook Ads, Google Ads and Google Analytics.
- Delivered structured feedback and monitored learner progress through the Learnio Academy online platform.

Computer Science Teacher (Temporary)

Victoria High School, Masvingo | Jan 2025 – May 2025

- Taught Computer Science to senior classes, covering programming, networking, databases and ICT theory.
- Designed lesson plans and practical exercises; maintained computer lab systems for practical sessions.

Lead Digital Creative & Brand Strategist

STIX Media Pvt Ltd | Jan 2022 – Dec 2024

- Led branding, graphic design and digital marketing campaigns for a diverse client portfolio while maintaining brand consistency across web and social platforms.
- Produced visual and written content including photography editing, motion graphics, short form video and copywriting for clients across multiple industries.
- Managed client social media accounts using Hootsuite, Meta Business Suite and Buffer and scheduled and published content for optimal engagement.
- Delivered SEO optimised copy and oversaw ecommerce content to strengthen clients' online presence.
- Some of the websites developed:
 - ✓ www.bebinguconstruction.com | www.baruchsltd.co.uk | www.aspak.co.zw
 - ✓ www.uniqfleet.com | www.motherafricaintl.org | www.simbidzebasa.co.zw
 - ✓ www.setmind.co.za | www.cadvar.org | www.greeninstitutezim.org

Freelance Web and Digital Developer

Remote | Jun 2020 – Jan 2022

- Delivered more than 60 websites and digital platforms for organizations and small businesses
- Designed responsive websites using WordPress and modern front end tools
- Integrated chatbot automation and interactive communication features
- Improved usability, visual presentation and performance across deployed platforms

SKILLS & TOOLS

Social Media Platforms: Instagram, Facebook, TikTok, Twitter/X, LinkedIn and YouTube with experience in content creation, scheduling and analytics

Creative and Design: Adobe Photoshop, Adobe Illustrator, InDesign, Canva and Figma with experience in visual content creation, brand assets and photography editing

Video Editing: CapCut with experience in short form video production and editing for social platforms

Content Management: Hootsuite, Meta Business Suite and Buffer with experience in publishing, scheduling and community management

Advertising and Analytics: Meta Ads, Google Ads, TikTok Ads, Google Analytics, Google Search Console and SEMrush

Copywriting and SEO: Brand storytelling, long and short form copy and SEO fundamentals

CMS and Web: WordPress, Elementor, WooCommerce and Webflow

EDUCATION & QUALIFICATIONS

MSc Data Science (*pending*) | Aug 2025 – Dec 2026

BSc (Hons) Computer Science

Great Zimbabwe University | 2021 – 2024

Advanced Level | Dewure High School: 2015 - 2016

- 15 Points: Mathematics - A, Chemistry - B, Geography - B, Physics - D

Ordinary Level | Fashu High School: 2010 – 2013

- 10 O level Passes including Mathematics, English & Science

RESEARCH PUBLICATIONS

1. Marinda et al. (2025). Machine Learning Based House Price Prediction via WhatsApp and Website Chatbot. POTRAZ ICT Research Journal.

SELECTED CONFERENCES & PRESENTATIONS

- POTRAZ ICT Research Symposium 2025 – Award recipient
- World Youth Festival Assembly, Russia — Delegate in the IT and Digitalisation track representing Zimbabwe, (Sep 2025)
- AI and Media Capacity Strengthening Workshop — Facilitated MISA Zimbabwe workshop on AI in journalism (Aug 2024)
- AI & Robotics Bootcamp, Great Zimbabwe University — Organised and facilitated hands-on bootcamp (Aug 2024)

REFERENCES

Ms. Gjylisha Cena

Student Support & Community Manager – Learnio AS (Norway)

Phone: +386 49 355 822 | Email: gjylisha@learnio.eu

Mrs. R. Muzunze

Deputy Head – Victoria High School

Phone: +263 773 652 618

Mr. T. Mugova

Manager, STIX Media Pvt Ltd

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