

# Chido Chivaura

Marketing Manager

I have a passion for all things Digital Marketing. Equipped with a BComm degree in Marketing, Insurance & Risk Management. I am passionate about the digital realm and constantly learning new things. As a Digital Strategist, I am well-versed in many of the social media platforms with certificates in Google Analytics & Ads, SEO and Digital Marketing. I would like to further grow in the social media and digital world as it is a fantastic, interesting industry which is forever growing. I'm a creative individual with a passion for learning and exploring new possibilities. I have hands-on experience working on various platforms such as Facebook, Twitter, Instagram and YouTube. I have experience building websites using WordPress and email marketing with MailChimp. I am a self-starter, capable of working independently and collaboratively and I like to be as helpful as possible all while taking on new challenges.



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## Skills and Experience

### Technical skills & Software tools

- ➔ Meta
- ➔ Instagram & X (Twitter)
- ➔ LinkedIn
- ➔ TikTok
- ➔ YouTube
- ➔ Pinterest
- ➔ Mailchimp
- ➔ Hubspot
- ➔ Shopify & WooCommerce
- ➔ Wordpress & Mixo
- ➔ ChatGPT, Claude.ai & Copilot
- ➔ Storytell.ai, You.ai & Writesonic

### Professional skills

- ➔ Social Media Strategy & Execution
- ➔ Paid Media Strategy
- ➔ Digital Marketing Strategy
- ➔ Ad Copywriting for Paid Campaigns
- ➔ SEO for Websites
- ➔ Community Management
- ➔ Content Creation: Copy
- ➔ Content Creation: Images & Video
- ➔ Campaign Budget Management
- ➔ Competitor & Industry Analysis

### Industry Experience

- ➔ Advertising & Marketing
- ➔ Architecture & Construction
- ➔ Art & Design
- ➔ Charities & Social Services
- ➔ Fashion & Beauty
- ➔ Finance
- ➔ Furniture & Interiors
- ➔ Healthcare, Medical, Health & Wellness
- ➔ Legal & Law
- ➔ Pet & Animals
- ➔ Property
- ➔ Travel & Tourism

## Work Experience

Oct 2022 - Current

### Marketing Manager

Outsourcery

- ➔ Curating and creating content, from research and idea generation to production and performance analysis. My efforts resulted in increased brand visibility and audience engagement.
- ➔ Managed and optimised social media presence, significantly boosting engagement and brand visibility.
- ➔ Coordinated and maintained strong client relationships, ensuring seamless communication and exceptional service.
- ➔ Developed and executed digital strategies, including paid media campaigns and social media marketing, to enhance brand growth.
- ➔ Managed the company website to ensure a seamless user experience.

Jun 2024 - Current

### Project Manager: Digital & Media Innovations

Wits RHI

As a Project Manager for Wits RHI Key Populations Program, I drive the development and implementation of communication strategies targeting key populations. My responsibilities include managing our digital platforms, creating engaging content for social media, community management and attending events. I collaborate and manage a team of peer educators to ensure the successful execution of our digital projects and the effective promotion of healthcare services. My role focuses on enhancing outreach and improving health outcomes for key populations through innovative digital and media solutions.

Jan 2022 - Current

### Head of Social (Freelance)

Koki Ventures

- ➔ As Head of Social Media at Koki Ventures, I orchestrated impactful social media strategies, leading to a significant boost in brand visibility and engagement. My role encompassed managing content calendars, overseeing social media accounts, and utilising data-driven insights to refine content strategies. I spearheaded innovative campaigns and partnerships, expanding our online presence and cultivating a loyal community.

Jun 2021 - May 2024

### Social Media Marketer

Brandjam

- ➔ Developed and executed engaging copy and content strategies.
- ➔ Fostered robust client relations through effective communication and collaboration.
- ➔ Compiled comprehensive reports to track performance and insights.
- ➔ Managed paid advertising campaigns to enhance brand reach and conversion.
- ➔ Designed and edited basic videos to complement social media content.
- ➔ Successfully launched a social media campaign that increased followers organically by 48% over a 4 month period.
- ➔ I have also increased overall engagement and interactions by 107% and 106% respectively for a brand over a 3 month period organically.

Jan 2021 - May 2021

### Social Media Manager

David & Langton

- ➔ Created and curated engaging copy and content for diverse platforms.
- ➔ Represented the brand at events and photoshoots, capturing authentic moments.
- ➔ Ensured smooth client interactions and provided regular updates and reports.
- ➔ Executed paid advertising strategies to maximise brand exposure.

May 2018 - Sep 2020

### Social Media Manager

Digital Republic Consulting

- ➔ Managed social media channels and crafted innovative content.
- ➔ Implemented paid media strategies to drive targeted traffic and engagement.
- ➔ Served as the primary liaison with clients, ensuring their needs were met with precision.
- ➔ Crafted compelling copy to support various marketing campaigns and created artwork to match.

## Education & Certifications



Certificate in Digital Marketing

University of Witwatersrand



Degree in Marketing, Management, and Insurance and Risk Management

University of Witwatersrand



Certificate in Social Media Management

North Western University via Coursera

## Client Reviews

Lisa Crossman

What Chido has produced so far is excellent and she really does understand my brand and has been very conscientious and helpful at fulfilling this to a very high standard.

