

# AARON NDHOKOYO

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## DIGITAL MARKETING EXECUTIVE

Highly skilled in managing Digital Marketing Solutions

### PERSONAL STATEMENT

A tech-savvy and metric-focused Digital Marketing Executive with experience in managing, planning, and executing all digital marketing campaigns, including SEO, SEM, and SMM. Highly skilled in driving brand awareness, loyalty, and engagement through effective and targeted social media and digital marketing campaigns and advertising techniques. Known for developing captivating ideas and concepts for memorable marketing campaigns. Successfully increased followership and growth by 1000% through Facebook ads, Twitter ads, and Instagram ads. Commended for exceptional communication skills that emphasize distinct customer values and business significance.

### AREAS OF EXPERTISE

• Digital Marketing	• Social Media Marketing	• Audience Engagement
• Digital Marketing Strategy	• Email Marketing	• Graphic Designing
• Online Brand Management	• SEO/SEM	• Client Relationship
• Campaigns and Advertising	• Google & Web Analytics	Management
• Lead Generation	• Content Management	
• Market / Trend Research	• Programming	

*- Proficient in SEO - HubSpot Academy, Semrush; Analytics - Google Analytic, Data Analytics; Programming languages - HTML, CSS and JavaScript; Email, Content Management – HubSpot; Social Media Marketing – Facebook, Instagram, LinkedIn, Twitter; Google ads, PPC; Graphic Design : Adobe Full Suite*

*- Soft Skills: Team Supervision, Critical Thinking, Analytical, Numerical, and Problem Solving.*

*- First rate communication skills including influencing, negotiation and coaching in English (Fluent) and Shona (Native).*

*- Proficient use of MS Office Suite (Word, Excel, Outlook and PowerPoint).*

### PROFESSIONAL WORK EXPERIENCE

#### DIGITAL MARKETING EXECUTIVE

February 2022-

Present

#### A.L.B Zimbabwe

- Creating digital marketing Content, daily social media posts using Adobe Photoshop, AI and Canva.
- Run paid media advertising on social media accounts to increase accounts reach and engagements.
- Collaborating with sales development team, public relations team, and shop representatives in creating marketing adverts and business development.
- In charge of customer request management on social media platforms and email – handling customers request, manage social media sales and ensure customers are serviced on time.
- Creating Google ads which attracted 30 000 visitors per month to Lucky Brand ecommerce store.
- Extracting social media platforms reports and Google Analytics reports to effectively measure our performance online and present the reports to board and give recommendations according to available data.
- Engaging social media content creators and influencers to advertise our products through them.
- Advise marketing team on advertising strategies to increase our sales both online and offline.

- Managing relationships with service providers, including designers, web developers and advertisers, e.g Paynow for Payment gateway management.
- Analysing and maintaining performance reports for multiple marketing channels.
- Creating video content for social media platforms and perform product photo shoot for all new products.
- Managing digital marketing budget of \$2500 usd per month for online advertising.

#### **Key Achievements:**

- **Projects Done include:** Lucky Brand social media pages: Facebook and Instagram; Power Shop social media Pages: Facebook and Instagram; Gentech social media Pages: Facebook and Instagram; and Lucky Brand Zimbabwe online store.
- **Managed to increase social media growth** by more 1000% on platforms Facebook, Instagram, WhatsApp within a year.
- **Grew organic blog traffic by 100% in 5 months** after fully revamping SEO content publishing pipeline for online store.
- **Ideated and executed a successful social media campaigns** that increased brand awareness by 35%.
- **Created social media content across all major channels** and worked in collaboration with seniors to generate ideas for marketing strategy.
- **Reviewed the performance of digital marketing campaigns;** Initiated reporting for all campaigns and drafted weekly client reports using reporting tool.

#### **UPWORK Freelancer-Canada,UK, India & America**

**August 2023- Present**

#### **Social Media & Google Ads**

- Managed social media campaigns for business in UK, India, America and Canada
- Specialised in Google Ads support and campaigns for clients
- Handled customer enquiries for clients and assist accordingly
- Content Creation for businesses – graphics, content, emails and more
- Managed to launch and scale social media and google ads campaigns with at least 10K USD in budgets.

#### **BUSINESS DEVELOPMENT GRADUATE TRAINEE**

**December 2021 - January**

**2022**

#### **Cicosy Enterprise Resource Zimbabwe**

- Assisted ERP Business development and sales - generating sales leads and opportunities to sale closure for the client in any sectors / industries in Zimbabwe
- Drove ERP solutions and services sales for Systems Integration and Application Outsourcing work across existing and new clients
- Developed a comprehensive list of customer and prospect companies that meet the requirements of the target market
- Sourced contracts and follow up customers for communication to sign contracts.

#### **DIGITAL MARKETING AND OPERATIONS INTERN**

**August 2019 - August**

**2020**

#### **Cimas Medical Aid Society**

- Managed the digital marketing creative development process in partnership with the Advertising and Business development teams.
- Managed social media platforms and driving traffic through creating consistent content.
- Collaborated with cross functional teams in marketing activities sales, promotions, and events organization.
- Compiled marketing reports for social media channels, events, promotions, and customer engagement.

- Customer relationship management across all communication channels –calls, social media requests and email marketing.
- Supported business development through client prospecting, value partnering and service marketing.
- Evaluated emerging technologies and acquired insight in online marketing trends to ensure that the marketing strategies are up-to-date.

## EDUCATION

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- **Bachelor of Business Studies in Marketing** - University of Zimbabwe Class – 2021
- **Certificate in Front End Development** - Treehouse Academy USA - 2021
- **Certificate in Digital Marketing** - Marketers Association of Zimbabwe - 2020
- **Certificate in Digital Marketing** - Google Inc.- 2020
- **Beginner Certificate in Google Analytics** - Google Inc.- 2020
- **Certificate in Search Engine Optimization** - HubSpot Academy USA – 2021
- **Certificate in Fundamentals Search Engine Optimization** - Semrush Academy USA - 2021
- **Data Science Fundamentals** - IBM USA – 2021
- **Google Display Ads Certification**- Google-2023
- **Fundamentals of Email Marketing**- Mailchimp-2023
- **3 Advanced Level Passes in Economics, Business Studies and Geography**
- **8 Ordinary Level Passes including Mathematics and English**

## REFERENCES

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1. **L.Mutunja** - Marketing Executive, Lucky Brand – Cell: +26378 318 3699 / +263772444780 – Email: [marketing@lucky.co.zw](mailto:marketing@lucky.co.zw)
2. **Ms. Chipo Mataure** – Nhaka Life Assurance, Marketing Manager - Cell: +263772402617 / +263719402617 - Email: [chipo@mynhaka.co.zw](mailto:chipo@mynhaka.co.zw)
3. **Mrs. J. Ngwarati** - The Industrial Liaison Officer, Faculty of Commerce, University of Zimbabwe - Tel: +263-4-303211 - Cell: 0772 835 282 - Email: [jngwarati@commerce.uz.ac.zw](mailto:jngwarati@commerce.uz.ac.zw)