

## PROFILE

*I am a multimedia specialist with audio engineering, videography and radio broadcasting qualifications. My background in these media disciplines has allowed me to work in production, events, marketing and publishing organisations in Southern Africa and Southeast Asia. I strive to deliver quality over quantity in my work, and with an eager learning spirit, seek to grow my skills and knowledge with new, challenging projects in an ever-changing media landscape.*

## SKILL SET

Digital Marketing  
Copywriter / Editor  
Audio Engineer  
Photographer  
Videographer  
Graphic Designer  
Drone Pilot  
Wordpress Web Development  
Pro Tools 9HD Certified Operator  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Photoshop Lightroom  
Adobe Premier Pro  
Adobe After Effects  
Final Cut Pro 7 & 10  
Adobe XD

## EDUCATION

### BSC COMPUTER SCIENCE

UNICAF UNIVERSITY MALAWI • Currently Enrolled

### ADVANCED RADIO CERTIFICATE

WITS RADIO ACADEMY • 2015

### MULTIPLE DIPLOMAS

ACADEMY OF SOUND ENGINEERING • 2010 - 2012  
LIVE SOUND ENGINEERING  
BROADCAST ENGINEERING  
VIDEO & POST PRODUCTION  
MUSIC PRODUCTION

### MATRICULANT

HELDERBERG HIGH SCHOOL • 2007 - 2009

## EXPERIENCE

### Institute of Integrative Oncology (IIO)

Multimedia Manager - Freelance • Jan. 2020 - Present

Develop website and brand for IIO and sub brands Oasis International and Dr Thomas Lodi. Set up social media channels and develop content and content strategies for each channel.

### REAL LIFE PHUKET MAGAZINE

Editor-in-Chief • Aug. 2019 - December 2020

Conceptualize, research, write and compile various editorials, advertorials and interest articles. Compile final articles and advertisements, work with design team to produce final print issue. Maintaining online presence through magazine website and social media channels.

### BANYAN TREE GROUP

Senior Graphic Designer • Dec. 2017 - June 2019

Conceptualize, develop and manage brand collaterals, advertising and signage, along with the production of branded real estate product videos from shoot to edit and final render.

### SIDEWAYS MEDIA

Director • Dec. 2015 - Present

Personal Brand - Freelance Sound Engineer, Creative Director, Photographer, Graphic Designer, Web Developer, Social Media and Logistics Management. Projects detailed in long format Resumé.

### ZIRBO ZAMBIA

Sound Engineer & Brand Manager • Nov. 2015 - Dec. 2017

Online and Social Media Marketing Management, Web Development and Sound Engineer for the following events:

- Barefeet Festival Lusaka 2016
- Presidential Inauguration - Lusaka 2016

### R&G EVENTS

Sound Engineer, Magazine Editor, Account Manager, Blogger  
Jul. 2014 - Nov. 2015.

- Account Manager, LafargeHolcim Zambia
- Sound Engineer for live festival and corporate events
- Chief Editor, R&G Magazine
- Facebook Page manager, various accounts.

### SOUND LEVEL PRODUCTIONS

Sound Engineer • Nov. 2012 - Dec. 2013

- AV Technician - Pivot Convention Centre, Montecasino
- Sound Engineer for various corporate events

### THE SOUND CORPORATION

Backline Technician • Nov. 2011

- Standard Bank Joy of Jazz 2011 (Johannesburg),
- Aardklop Arts Festival 2011 (Potchefstroom).

## PROJECTS

### **DELIVERING ASIA COMMUNICATIONS & C9 HOTEL WORKS**

#### Graphic Design

Webinar collaterals design and reiterations for a series of travel and design webinars

*Frasers Hospitality* - Social media collaterals design

*UNICEF* - Conference reports

### **PROGRESSIVE PROCUREMENT ENTERPRISES**

#### Brand and Website Development

Brand design and Wordpress website development for a multinational procurement and logistics agency operating in Hong Kong and the United Kingdom.

### **OCEANS FOR ALL**

#### Website Development

Wordpress development of a website for Oceans For All Foundation - a Phuket-based marine conservation organisation.

### **PHUKET HOTELS ASSOCIATION**

#### Branding

Conceptualization and branding for the annual Phuket Hotels Association Benefit, including print and online collaterals and signage. Three years running.

### **TANGANYIKA ANGLING CHALLENGE**

#### Magazine

Annual production of the TAC magazine, formerly the ZNFC fishing magazine. 2014 - 2020.

### **PHUKET ACADEMY OF PERFORMING ARTS**

#### Website Development

Wordpress development of a website for the Phuket Academy of Performing Arts.

### **PANGAEA SECURITIES**

#### Website Development

Wordpress development of a website for Pangaea Securities - a Zambian investment banking firm.

### **HIVOS FOOD VALUE**

#### Publication

Layout and compile of a nutrition book for the Zambian market.

### **MAHOGANY AIR**

#### Website Development

Design and development of the Mahogany Air website. Scope of work included:

- Setup and maintenance of VPS
- Setup and install SSL Certificates
- Wordpress site development and design
- Airline booking engine integration

### **ZAMBIA NATIONAL FISHING COMPETITION**

#### Documentary and Magazine

Yearly production of the ZNFC Magazine for 4 years running, and in 2017, a 10 day filming and photography trip for the ZNFC 2017, in order to produce the annual ZNFC Magazine, and a new documentary on the competition.

### **SANDY'S CREATIONS**

#### Website Development

Content development and build of a new website for Sandy's Creations Resort in Lusaka, Zambia. Content included:

- Brand Research
- Hospitality Photography
- Aerial Photography
- Copywriting
- Social Media Integration
- Search Engine Optimisation

### **URSA SECURITY INTERNATIONAL**

#### Online Brand Development & Photography

Online brand development for USI, Scope of work included:

- Website Revamp
- Content Development
- Industrial Photography
- Copywriting

### **NEW HORIZON PRINTING PRESS**

#### Online Brand Development & Photography

Scope of works included:

- Industrial Photography
- Copywriting
- Web Design and development
- Search Engine Optimisation

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## PROJECTS cont.

### TIME PROJECTS BOTSWANA

#### Architectural Photography

Real Estate Photography for marketing materials, at multiple Developments in Zambia, including the following:

- PWC Park, Lusaka
- Centro Mall, Lusaka

### FORBES LUXE ZAMBIA

#### Online Brand Development

For Forbes Water Purification, Scope of work included:

- Website Build
- Content Development
- Copywriting
- Graphics Design
- Social Media Integration
- Search Engine Optimisation

### CROSSFIT AMAKA

#### Online Brand Development

Scope of work included:

- Website Revamp
- Content Development
- Photography
- Social Media Integration
- Search Engine Optimisation

### ZIRBO ZAMBIA

#### Online Brand Development

Scope of work included:

- Website Build
- Content Development
- Photography
- Copywriting
- Facebook Management
- Ongoing continuous blogging
- Customer liaison
- Paid Advertising
- Social media integration with website

### ZAMBIA MUSIC AWARDS 2016

#### Event Coordinator

Coordination and production for the 2016 Zambia Music Awards held in Lusaka, Zambia, Worked under R&G Events. Responsibilities included:

- Artist Management
- Venue Recon & Hire
- Technical Production
- Supplier Management
- Health & Safety

### MOSI DAY OF THUNDER 2016

#### Event Coordinator

Coordination and production for the 2016 Mosi Day of Thunder Festival held in Livingstone, Zambia, Worked under R&G Events. Responsibilities included:

- Artist Management
- Venue Recon & Hire
- Technical Production
- Supplier Management
- Health & Safety

## ACHIEVEMENTS

*Dormitory Prefect, Helderberg High School*  
*Student Representative Council, Helderberg High School*

## REFERENCES

### RAISA SHELUDKINA

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### CHANTIMA NA NAKORN

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