

PATIENCE NYABADZA

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SUMMARY

Motivated and creative Digital Marketing student with practical experience in social media content creation, SEO, AEO, branding and digital marketing projects. Skilled in using Canva to create engaging visual content and developing content calendars, captions and marketing strategies. A confident communicator and team player with strong creativity, problem-solving and presentation skills. Eager to gain hands-on industry experience, learn from professionals and contribute fresh ideas to a dynamic digital marketing team.

WORK EXPERIENCE

Digital Marketing Student | Project & Practical Experience

2026 – Present

- Created social media content for platforms including TikTok, Instagram, Facebook and LinkedIn.
- Developed content calendars, captions, hashtags and social media strategies to increase audience engagement.
- Designed marketing materials, presentations and social media graphics using Canva.
- Applied SEO and AEO principles, including keyword research, content optimisation, featured snippets and search-friendly content.
- Conducted basic competitor and target-audience research to support marketing strategies.
- Developed brand strategies including brand identity, colour schemes, typography, content planning and customer journey mapping.
- Participated in team-based digital marketing projects involving research, brainstorming, problem-solving and presentations.
- Created and presented digital marketing campaigns and business ideas to classmates and instructors.
- Gained practical knowledge of content marketing, social media marketing, SEO, email marketing and digital branding.
- Worked effectively in teams and demonstrated strong communication, creativity, time management and problem-solving skills.

EDUCATION

Digital Marketing

Uncommon.org Innovation Hub

2026 – Present

- Studying Digital Marketing

Regina Mundi Secondary School

2016 – 2019

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KEY SKILLS

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| • Content Creation | • Strong Communication | • Time Management |
| • SEO & SKILLS | • Teamwork | • Attention to Detail |
| • Social Media Marketing | • Creativity | • Leadership |
| • Content Creation | • Problem-Solving | • Critical Thinking |
| • SEO & AEO | • Willingness to Learn | • Presentation Skills |