



Zvakwana .N. Sweto

Manager: Digital Content Creator / Events Management / Journalist

Responsible and committed professional who displays an ability to write balanced, informative and interesting stories that give all involved parties an opportunity to have their say with a background in investigative reporting. Experienced in content strategy/ writing, PPC, SEO, SEM, copywriting, Social Media Trends, digital marketing, and events coordination & management.

Softwares

- Google Analytics
- Mailchimp
- SEMrush
- Marketing Automation
- HubSpot CRM, ZOHO
- Hootsuite
- Yoast
- PPC Advertising Platforms
- WordPress
- Buffer
- Google Ads
- Adobe, Canva

Latest Achievements

Successfully managed, coordinated

- Gulfood Middle East event (Dubai) as exhibitors 2023
- Cevisama event (Spain) as exhibitors 2023
- BeautyWorld event (Dubai) as exhibitors 2022
- Corporate Workshops in Italy, Spain, & Germany 2023
- The Halal Expo 2023
- Award winning articles: Egypt Pavilion - Dubai Expo 2020
- Worked on WoodShow Global, Annual Investment Meeting (AIM), and International Property Show (IPS)

Skills

- News Gathering & Feature Writing
- Photography
- Investigative Journalism
- SEO - SEM - PPC
- Content Writing, Copyrighting
- Graphic Design, Web Design
- Web Analytics
- e-mail Marketing
- Social Media Marketing
- Communication
- CRM Management
- News Writing & Editing
- Events Management
- Public Relations
- Interview and Research Skills
- Creative Writing Skills
- SEO based writing Skills

Experience

Freelance Reporter / Journalist (UAE, SA, KSA, ZW) Daily newspapers/ Online Publications: Dec 2013 - Present

- Investigative questions and timely story ideas in the community as developments happen and create news stories detailing breaking events.
- Compose a variety of stories for print news and an additional online edition of a local newspaper by using research notes, assignment details, and other resources
- Interviewed artistes for potential story ideas and feature writing assignments related to the arts and entertainment community.
- Revised and edited news stories as they were written to continue to meet the publication's high level of standards for reporting.
- Writing features and news stories and then submitting them to the editor before publication.
- Review copy and correct errors in content, grammar, and punctuation, following prescribed editorial style and formatting guidelines.
- Determine a story's emphasis, length, and format, and organize material accordingly.
- Gather information about events through research, interviews, experience, or attendance at political, news, sports, artistic, social, or other functions.

Digital Marketing Manager

RACS Quality Certificates Issuing Services: Oct 2022 - Present

- Managing RACS' digital properties including the website www.racs-me.com and managing and coordinating social media presence, including LinkedIn, Facebook and Twitter.
- Managing and leading Sales & Marketing team: 6 team members
- Managing all events the company participates as exhibitors, including Gulfood (UAE), Beautyworld Middle East (UAE), and Halal Expo (KSA)
- Content creator: Graphic design, social media posts, announcements, company branding, and event booth designs.
- Website content writing Managing all digital marketing for all branches including UAE, UK, KSA, Germany, France, and Spain.
- Developing promotional campaigns content for email, mobile, online media, and other digital solutions.
- Full knowledge of UAE, KSA, & GCC quality certification system & criteria

Content Writer

Strategic Infinity (An Events & Exhibitions Company): Dec 2021 - Oct 2022

- Writing unique content for businesses within the business, finance, health care, energy, real estate, public sector, education, and engineering industries.
- Creating custom content including investment and industry news, press releases, concept note, video scripts, blog posts, newsletters and event materials
- Writing content for a websites that covers news of the emerging technologies and consumer electronics as well as updating website content
- Writing over 5 press releases every week (4 000 - 7 000 words)
- Providing literary and strategic insight for a variety of public relations, marketing, and internal communications material to create effective and informative content from start-to-finish.
- Creating catchy and informative headlines designed to entice potential readers.
- Ability to write content, copy, and messaging in a variety of styles, voices, and tones, adaptable to different target audiences, product categories, and branding initiatives.

Digital Marketing Manager / Office Manager

12d Model DMCC & Global Construction Solutions (Engineering): Oct 2017 - Nov 2021

- Developed and managed the companies' digital properties including the website and coordinated companies' social media presence, including LinkedIn, Facebook and Instagram
- Managed 9 team member: 5 Sales, 3 Marketing, and 1 Office Assistant
- Administered all business marketing operations and advertisement campaigns that eventually generated 37% increase in web traffic in 4 months
- Introduced the first ever 12d Model virtual courses, an initiative which was later borrowed by the parent company in Australia and managed to have a breaking 17 students on that first batch increasing company's profit by 18%
- Designed, created and managed company website to improve SEO.
- Observed and documented business processes and procedures to determine areas of improvement
- Managed Google AdWords campaigns, Content writing & Defining campaign goals.
- Monitored social media channels for trends and opportunities
- Created inbound and outbound digital marketing strategy as well as conducted keyword research for SEO, SEM.

Digital Marketing Executive

Econet Wireless (ZW): Sept 2013 - Oct 2018

- Provided expertise, market research, recommendations, strategy and execution in Online/Digital/Social Marketing for the mobile network service provider.
- Prepared reports of findings with feasibility study and recommendations and gather all information to back up reports such as demographical information, cultural nuances, purchasing trends, stats on usage of travel related products and Internet use/penetration in each market.
- Developed, created and distributed marketing and market research policies and procedures to streamline workflows and minimize development times and costs.
- Provided monthly reporting on all online marketing channels and measure ROI, traffic, conversions, CTRs and other analytics.

Qualifications & Achievements

- Bachelors Degree in Media Studies (ZOU)
- Certificate: Digital Journalism - Reuters
- Diploma in Communication and Journalism - Christian College Of Southern Africa (CCOSA)
- National Certificate in Records & Science Information Management - Harare Polytechnic
- Digital Marketing Certificate (KDHA)
- Graphic Design (KDHA)
- Google Certificate
- Certificate Of Competence in Records Management Procedures
- Certificate Of Competence in Records Classification
- Published author with 3 books and several short stories.

