

MASIMBA WILLIAM MASIMIRA

- [linkedin.com/in/masimba-masimira](https://www.linkedin.com/in/masimba-masimira)
- www.masimbamasimira.com

MARKETING EXPERIENCE

The Disability Foundation, Vancouver

Digital Community Coordinator, (January 2021-August 2021)

- Managed the Disability Foundation and the six affiliated societies respective social media channels.
- The project manager for a new initiative titled the Disability Opinion Research Panel.
- Created the foundation for social media posts, allowing for a structured outlook on each societies proposed content for posting.
- Upheld the organizations image by designing promotional material.

Faculty of Communication, Art and Technology (SFU), Burnaby

Communications Assistant, (January 2020-August 2020)

- Communicated with FCAT audiences through social media posting.
- Designed promotional related content for numerous events and initiatives such as the online convocation.
- Amplified the work of faculty professionals from respective schools and programs through online channels.
- Tracked the success of social media through weekly tracking reports.

Communications Student Union (CMNSU), Burnaby

Graphic Design Intern, (May 2019-May 2020)

- Coordinated the creation of graphic content for events the student union proposes.
- Worked closely with the events and marketing management to adhere to their needs.
- Updated and maintained the unions image through the construction of social media friendly content.

Fraser International College, Burnaby

Student Photographer, (September 2016-April 2017)

- Generated content for marketing on campus school social media platforms.
- Photographed weekly on campus activities such as workshops hosted by other student societies.
- Assisted with the integration of new students during orientation and encouraged interaction through the photography.

SKILLS



Photoshop



InDesign



Illustrator



AfterEffects



Premiere

-
- Google Analytics
 - Photography
 - Microsoft Office
 - Campaigner
 - Adobe Experience Manager (AEM)
 - Wix Web Builder
 - Canva

Nomadic Elements, Online

Co-Founder, (September 2015-present)

- Co-ordinated events such as photoshoots, pop ups and fashion shows.
- Producing and editing social media content such as promotional videos with the use of Photoshop and After Effects.

Extracity Transport Pvt Ltd, Harare, Zimbabwe

Marketing intern (April 2015-June 2015)

- Created promotional materials such as posters and flyers.
- Assisted with questionnaires and other survey exercises.
- Conducted a photoshoot to showcase their new fleet of buses for their website.

Topman, Vancouver

Sales associate (September 2018-November 2019)

- Accountable for delivering service excellence which drives results and enhances the customer experience.
- Thrived in a fast-paced environment and can shifted priorities when necessary.
- Delivering sales results, through my communication of trend and fashion knowledge to the customer.

INTERESTS



My interests are what consistently drive my passion for creativity. Through cars, I discover the different types of cultures that surround the car community and keenly gain an insight into the manufacturing process and the design rationale. Through soccer, I challenge my mind to understand the tactical complexity that soccer players and managers face throughout the entirety of a game. Through painting and photography, I'm able to explore my creativity and put it on to paper or create memories and inspire projects through a lens.

✉ simbamasi@gmail.com

☎ +1 (778)-681-3092

🏠 Greater Vancouver, BC, Canada

- [linkedin.com/in/masimba-masimira](https://www.linkedin.com/in/masimba-masimira)
- www.masimbamasimira.com

EDUCATION

Simon Fraser University

Communication Major
Print and Digital Publishing Minor
(January 2017 - Present)

Fraser International College

Communication Major
(September 2015 - December 2016)