



Astone Mwamba

Digital Marketing | Graphic Designer Specialist

10-12-2002

EDUCATION

Grade 12

Parklands Secondary School
2017 - 2019

Digital Marketing Certificate

Google Digital Skills For Africa
2020 - 2021

Digital Marketing Strategy Certificate

SkillUp Simplelearn
2021 - 2021

Data Analytics

SkillUp Simplelearn
2021 - 2021

Social Media Marketing

Career Development College
London
2021 - 2021

I am a Digital Marketing and Graphic Design Specialist with expertise in both digital and traditional marketing. I create engaging online campaigns, SEO-driven content, and eye-catching designs, while also bringing experience in outdoor advertising, billboards, and print media. I craft integrated strategies that drive brand visibility and deliver measurable results across multiple platforms.

EXPERIENCE

Digital Marketing / Graphic Designer Specialist

Northwold Investment Limited | 2024 - Ongoing
At Northwold Limited, I was responsible for developing and executing comprehensive digital marketing strategies, while also designing creative visual assets to enhance the brand's presence. My role involved managing online campaigns across multiple platforms, optimizing content for SEO, and analyzing performance metrics to drive engagement and conversions. Additionally, I created impactful graphics for digital ads, social media, email marketing, and website elements.


Marketing Specialist


Bafana Construction & Maintenance Limited | 2023 - 2024
At Bafana Construction, I played a key role in driving brand visibility through traditional marketing channels. This included designing and managing outdoor advertising campaigns, such as billboards, signage, and print materials, to promote the company's services. I worked to ensure consistent and impactful messaging that resonated with target audiences in both local and regional markets. By leveraging traditional media, I helped Bafana Construction build a strong, recognizable brand presence.


Digital Marketing Specialist

Musingi Film Production | 2020 - 2021
At Musingi Film Production, I managed and executed digital marketing strategies to enhance online visibility and audience engagement. This involved creating targeted social media campaigns, optimizing website content for SEO, and producing compelling digital ads. I focused on driving brand awareness and increasing engagement with the film production's target audience through content creation, email marketing, and performance analytics, ensuring measurable growth in digital presence.

CONTACT

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 astnymwamba@gmail.com

 776 Mukuba Natwange Kitwe
Zambia

HOBBIES

Reading Books Football

Researching on
new trends

SKILLS

Digital Marketing Strategy	●●●●●
SEO & SEM Optimization	●●●●●
Social Media Marketing	●●●●●
Content Creation & Copywriting	●●●●●
Email Marketing Campaigns	●●●●●
PPC Advertising (Google Ads, Facebook Ads)	●●●●●
Graphic Design (Adobe Creative Suite: Photoshop)	●●●●●
Brand Identity & Visual Design	●●●●●
Traditional Marketing (Print Media, Flyers, Posters)	●●●●●
Campaign Performance Analysis & Reporting	●●●●●
Photography & Visual Content Creation	●●●●●
Event Marketing & Promotion	●●●●●
Video Production & Editing	●●●●●
Market Research & Analytics	●●●●●
Billboard & Outdoor Advertising Design	●●●●●

REFERENCES

Suwilanjani Siwale | Marketing Manager

0974736784 - suwilanjaniwale1@gmail.com

Ramigius Mwansa | Human Resource Manager

0970992666 - ramigiusmwansa09@gmail.com

Edwin Ngoma | Managing Director

0973628242 - edwingoma@gmail.com

CERTIFICATES

Digital Marketing Strategist

Skill-Up Elearning | 2021 - 2021

Social Media Marketing

Landon Elearning | 2021 - 2021

Fundermentals in digital Marketing

Google Digital Skills For Africa | 2020 - 2021