KARL NKANYISO SIBANDA

CONTACT

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LinkedIn

PORTFOLIO

@karlthepoet (poetry)
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KEY SKILLS

— SEO
— Google Analytics
— Meta Insights & Paid Social
— Adobe Creative Suite
— Canva
— Wix & CMS Platforms
— UX/UI Design
— Copywriting
— Campaign Management
— AI-Assisted Content Production
— Artist & Talent Liaison
— Systems Thinking

EDUCATION

BA (Hons) Content Creation & Online Marketing
First Class Honours
SAE Institute Glasgow — 2025

ADDITIONAL

Scapulae Aurea Certificate — Anatomy & Physiology, Medical University of Warsaw

School Captain — King Edward VI Five Ways Grammar School

Content Creation & Online Marketing Graduate

Remote-ready · UK-based

PROFILE

Content and online marketing graduate with First Class Honours from SAE Institute Glasgow, backed by hands-on experience across healthcare marketing, live event production, and high-level diplomatic communications. Skilled at translating strategy into content — campaign calendars, brand assets, and UX-led websites — while using AI tools to work fast without losing quality. Equally comfortable running the operational and interpersonal side of a project: budgets, partnerships, high-volume correspondence, and cross-cultural liaison. Looking for a remote-friendly role where content strategy and systems thinking both matter.

EXPERIENCE

Marketing Consultant (Part-time) | *Twin Palms Medical Centre* Sep 2025 – Jul 2026

- Built a content calendar aligning key annual health-awareness campaigns with the centre's care packages, producing all supporting promotional materials and social media assets.
- Designed and prototyped websites for the Centre and its subsidiary, Gamma Allergy & Immunology Laboratories, applying minimalist UX/UI principles and AI-assisted content tools to suit a majority African patient base.
- Advised on Instagram strategy to improve the efficiency and reach of the centre's organic social presence.

Founder & Event Curator, "Poetry in Position" | *Independent* Nov – Dec 2025

- Conceived and produced Zimbabwe's first event of its kind, staging spoken word and live music at Chapungu Sculpture Park with bespoke set design.
- Owned the project end-to-end: talent booking (poet Kuda Rice, musician Hope Masike), venue scouting, set design, and food & beverage partnerships.
- Led the marketing campaign that grew the event's social following from ~300 to 1,000+ and delivered 80% of capacity projections during the competitive holiday season.

PA to the Honorary Consul of Poland | *Polish Consulate* Sep 2025 – Jul 2026

- Managed a high volume of enquiries regarding work and study visas, responding professionally on behalf of the Honorary Consul.
- Liaised with foreign embassies in Harare and the EU Delegation on joint events and diplomatic collaboration.