

NDAKALA COLLINS

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Plot 43303, Leopards Hill, New Kasama, Lusaka, Zambia

Skills & Tools

Strategy & Growth	Marketing strategy & planning, Business development, Lead generation, Brand management, Campaign management, Client relationships.
Digital & Social	Social media marketing (LinkedIn, Facebook, Instagram), Content marketing, Website design, Performance tracking & reporting.
Creative & Design	Graphic design, Visual identity, Video editing, 3D design, UI & web design.
Software	Google Analytics (GA4), Ads & Search Console, Meta Business Suite & Ads Manager, Canva, Hootsuite, HubSpot, Bigin(Zoho), Adobe Photoshop, Premier Pro & Illustrator, Blender, Figma, WordPress, Squarespace, Wix, Microsoft 365, Google Workspace, Trello.
Leadership & Personal	Target-driven, ability to work independently, strong persuasive communication, strong time management skills, organised and methodical, team-oriented, giving and receiving feedback well, calm under pressure, expert attention to detail.

Professional Experience

Business Development & Marketing Manager

Yunipat Distributors

April 2026 – Present

Lusaka, Zambia

- Lead end-to-end marketing and business development strategy, aligning brand, sales and growth priorities with company targets.
- Identify, approach and sign new clients through field visits and meetings, opening new accounts and growing the distributor's client base across Lusaka and surrounding areas
- Lead and manage the sales team: set individual and team targets, monitor performance against KPIs, coach and support representatives, and oversee the sales pipeline from lead generation through to deal closure.
- Build on the brand, website and social media presence previously developed as freelance designer, keeping messaging and visual identity consistent across every touchpoint.
- Track campaign and sales-pipeline performance and direct creative output, using insights to refine messaging, channel mix and conversion.

Freelance Web & Graphic Designer

September 2023 – April 2026

Lusaka, Zambia

- Built and ran an independent freelance practice in Lusaka and internationally for three years, delivering brand, web design and social media services to a diverse portfolio of clients spanning distribution, creative services, hospitality and community development.
- Designed and launched multiple client websites, translating each brand's distinct identity, tone and atmosphere into a polished digital presence from corporate and community platforms to consumer and hospitality brands.
- Applied a consistent design process across a varied client base (discovery, concept, design, feedback, delivery), adapting visual style and messaging to each brand's distinct identity and audience.

Social Media Marketing Strategist

DCS Holdings Ltd

May 2022 – August 2023

Lusaka, Zambia

- Established the company's online presence across LinkedIn, Facebook and Instagram from the ground up.
- Developed and executed a results-driven social media marketing strategy that increased brand awareness and generated leads.

Education

2022 – 2025	BA Marketing – London School of Design and Marketing (Online)
2019 – 2021	BSc Advertising, Public Relations and Branding – Middlesex University Mauritius (<i>interrupted due to the global pandemic</i>)
2018	International Foundation Program – Middlesex University Mauritius
2017	General Certificate of Education (A-Level) – Shakespeare College
2016	International General Certificate of Secondary Education (IGCSE) – Shakespeare College