

NDAKALA COLLINS

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

Education

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

Professional Experience

- February 2023 *Lusaka, Zambia*
–Present **Freelance Graphic Designer & Social Media Manager**
Yunipat Distributors, Zayohub, Etavele Solutions, Bodega,
- **Yunipat Distributors:** Spearheaded the design of a captivating website and curated engaging content for Instagram and Facebook, increasing brand visibility, user engagement, and customer inquiries.
 - **Etavele Solutions Ltd:** Drove the creative direction as a Graphic Designer, producing compelling monthly content, improving user engagement and brand recognition.
 - **Bodega:** I curated a website that mirrors the cocktail bar's ambiance, employing dynamic layouts, and engaging content. My primary focus was to encapsulate the essence of its brand a fusion of authenticity, creativity, and sociability.
 - **Zayohub:** The website for ZayoHub serves as a digital platform that showcases their impactful work, mission and their commitment to solutions and community empowerment.
- May 2022 *Lusaka, Zambia*
–Aug 2023 **DCS Holdings Ltd**
Social Media Marketing Strategist
- Established an online presence across LinkedIn, Facebook, and Instagram. Developed and executed a results-driven social media marketing strategy, resulting in increased brand awareness and lead generation.
- Aug 2020 *Flic en Flac, Mauritius*
–May 2021 **Web Designer**
Knots
- Designed and developed a visually appealing and user-friendly website for a small Canadian menswear brand "Knots".

Core Competences

- Organized and methodical
- Driven by targets, meeting and exceeding goals
- High flexibility in role with a drive to succeed
- Friendly, empathetic, and understanding
- Hard-working and innovative
- Team-oriented worker
- Thrive in a fast-paced environment
- Tech-savvy
- Expert attention to detail
- Self-motivated professional
- Adapt easily to new environments
- Strong persuasive communication skills

Additional Skills & Interests

- Video Editing
- 3D Design (Blender)
- Adobe Photoshop & Illustrator
- Physical Fitness
- Swimming
- Football