

Crimio Joseph Dumbatsuro

Digital Marketer

Digital Marketer with practical knowledge in social media marketing, content creation, SEO, lead generation and digital branding. Skilled in developing campaigns and using digital tools to strengthen online presence. Creative and eager to contribute to a results-driven marketing team.

CONTACT

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 <https://crimio-portfolio-1.vercel.app/>

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KEY SKILLS

- Digital Marketing
- Social Media Marketing
- Content Creation
- Google Ads Basics
- Search Engine Optimisation
- Marketing Research
- Figma & Canva
- UX/UI Design
- AI Tools & Prompt Engineering
- Branding & Visual Identity
- Communication
- Creativity & Problem Solving
- Teamwork & Collaboration

TOOLS

- Canva • Figma • ChatGPT
- Google Ads • Meta Business Suite
- Microsoft Word • Microsoft Clipchamp

LANGUAGES

- English
- Shona

REFERENCE

- Mr Cleopas Manjemanje
- +263 71 848 2174
- cleopas@uncommon.org

EDUCATION

Uncommon | Digital Marketing Certificate - Jan 2026 - Dec 2026

- Digital Marketing Strategy, Social Media, Google ads, Lead Generation, Marketing Analytics,

PROJECT EXPERIENCE

ZimWorX From Zimbabwe to the World Campaign

Digital Marketing & Social Media Campaign

2026

- Developed a campaign focused on building trust with international clients.
- Applied audience research, storytelling, branding and content strategy to strengthen credibility.
- Created a pathway from social media engagement to qualified leads.

DIGITAL MARKETING & SOCIAL MEDIA CAMPAIGN

2026

- Created social media content and campaign assets to improve brand visibility and audience engagement.
- Applied basic SEO techniques and used marketing metrics to evaluate performance.
- Learned Google Ads account structure and campaign planning.

UX/UI & Product Design Projects

2026

- Created wireframes, prototypes, user flows and sitemaps.
- Applied Design Thinking, empathy maps and information architecture to solve user problems.
- Built clean, responsive interface concepts for web and mobile.

AI & Digital Innovation Projects

2026

- Explored practical applications of AI for marketing, design, education and social impact.
- Created and tested prompts for content and visual generation.
- Researched AI fundamentals, large language models and responsible AI use.
- Developed AI for Social Good in Zimbabwe concept with real solutions.

CERTIFICATIONS

- Search Engine Optimisation : Coursera
- Critical thinking in AI Era : Hp life
- Social Media Marketing : Coursera