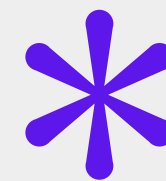


PORTFOLIO

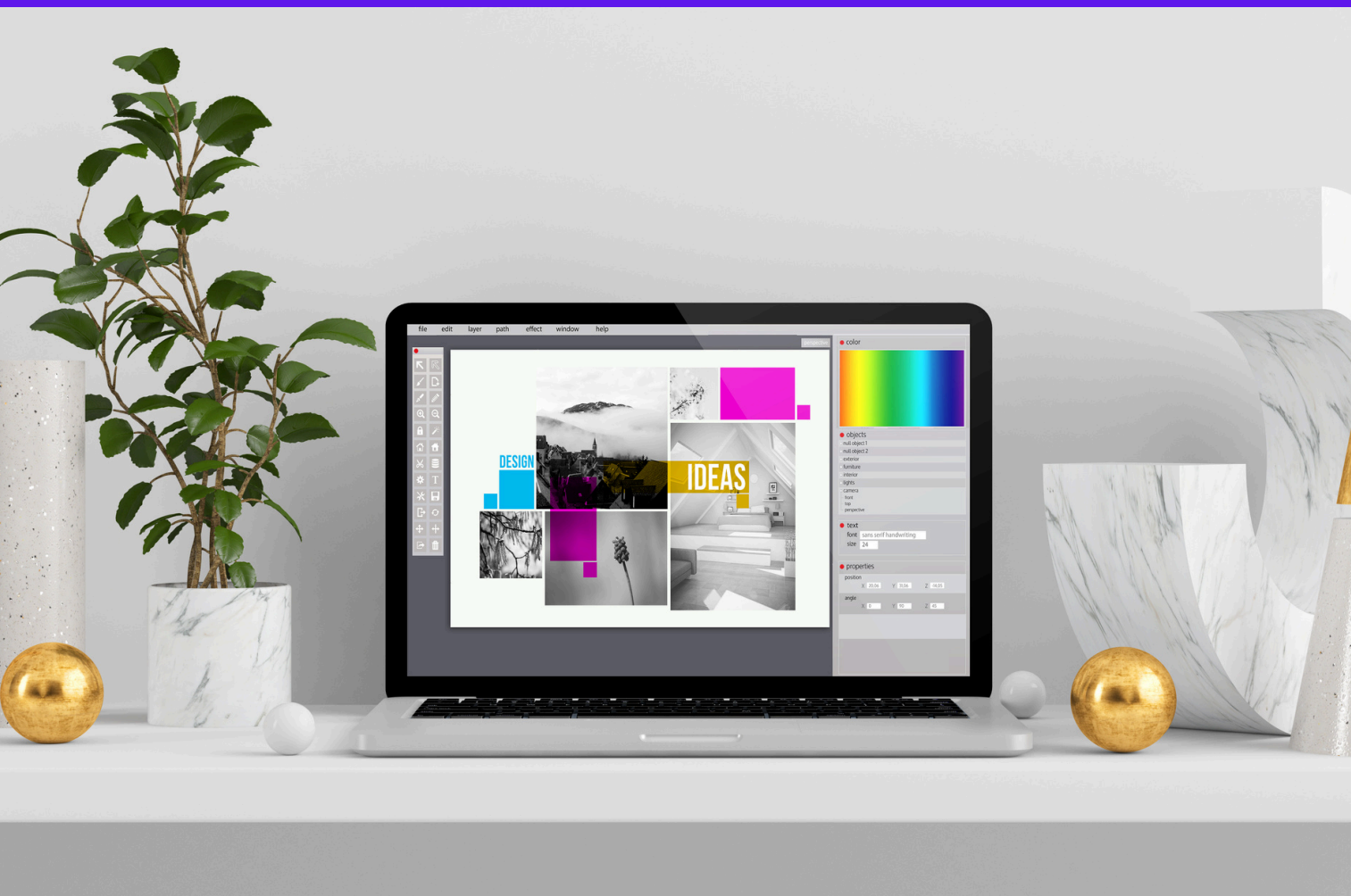
This portfolio showcases my expertise in marketing, content creation, and brand strategy, highlighting key projects that demonstrate my creativity and data-driven approach.



**KUN-DAI
NASHE**

**KA-TSI
DZI-RA**

INTRODUCTION



As a results-driven marketing professional, I specialize in creating impactful content across digital platforms. With a solid foundation in marketing and psychology, I've honed my ability to effectively analyze market trends, optimize campaigns for search engines, and deliver engaging digital content that connects with audiences.

This portfolio highlights my skills in content creation, social media management, and digital marketing tools like Adobe Suite, Cap Cut, and Canva.



KUN DAI

* **Marketing
Specialist**



I am a young creative with an entrepreneurial spirit, driven by the belief that marketing is about helping people find what they need, not about tricking them into buying something they don't. Inspired by Seth Godin's Book "This Is Marketing", I see marketing as an opportunity to connect audiences with solutions that truly matter to them.

With a background in business marketing and psychology, my approach blends data-driven insights with a deep understanding of human behavior to create meaningful, impactful strategies.



EDUCATION

I hold degrees in Business and Psychology, with certifications in marketing and communication and Media.

* Bachelor of Psychology

Victoria University

* Bachelor of Business

Victoria University

* BSB40820 Certificate IV in Marketing and Communication

Monarch Institute

* CUF30107 Certificate III in Media

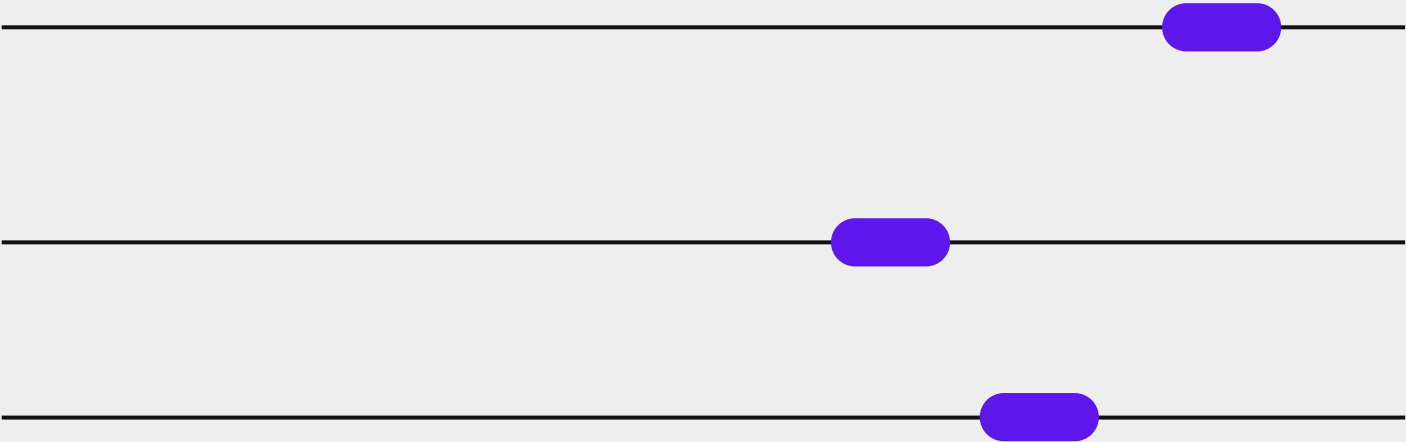
Mary Mede Catholic
Collage

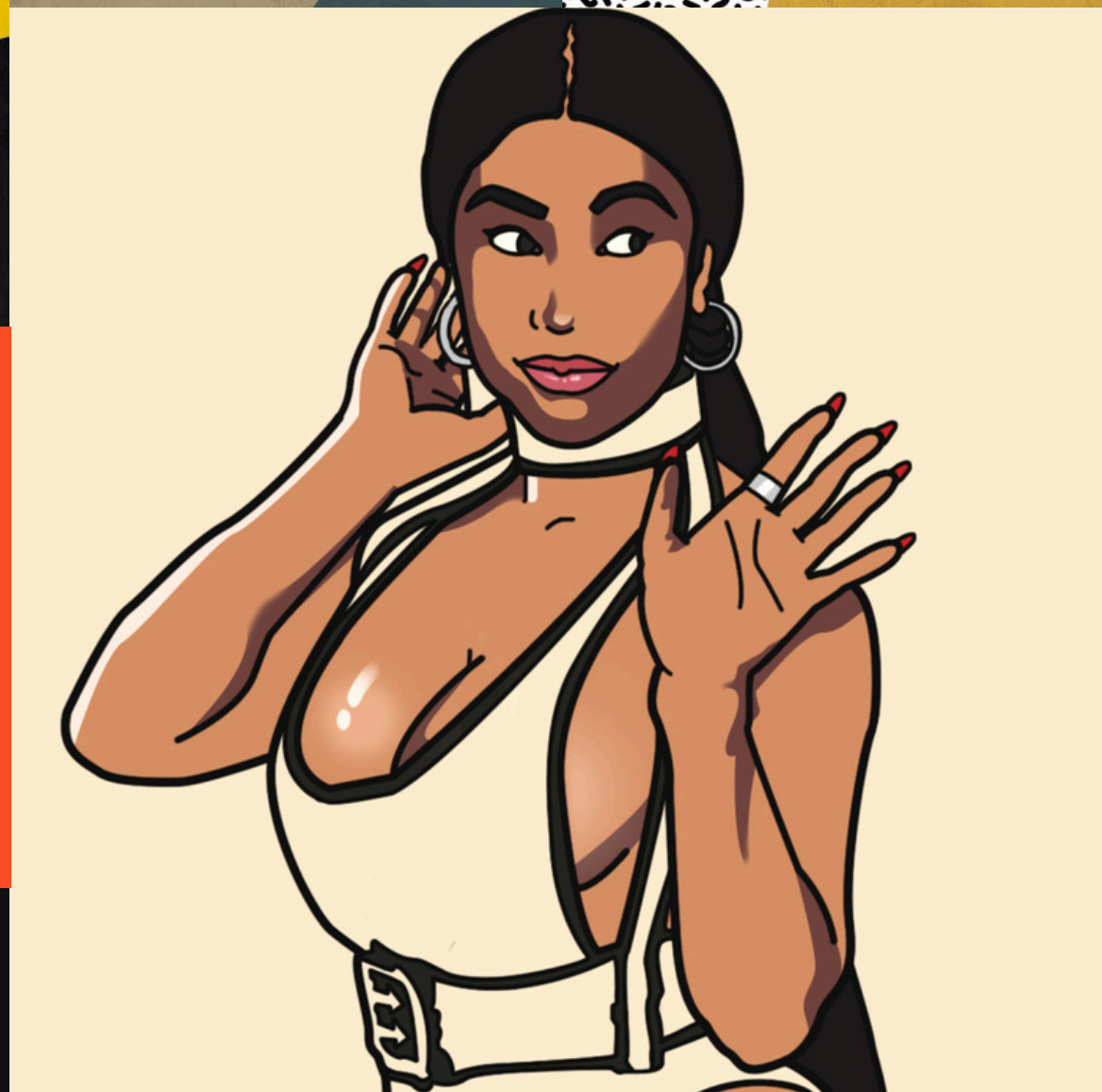


MY SKILLS

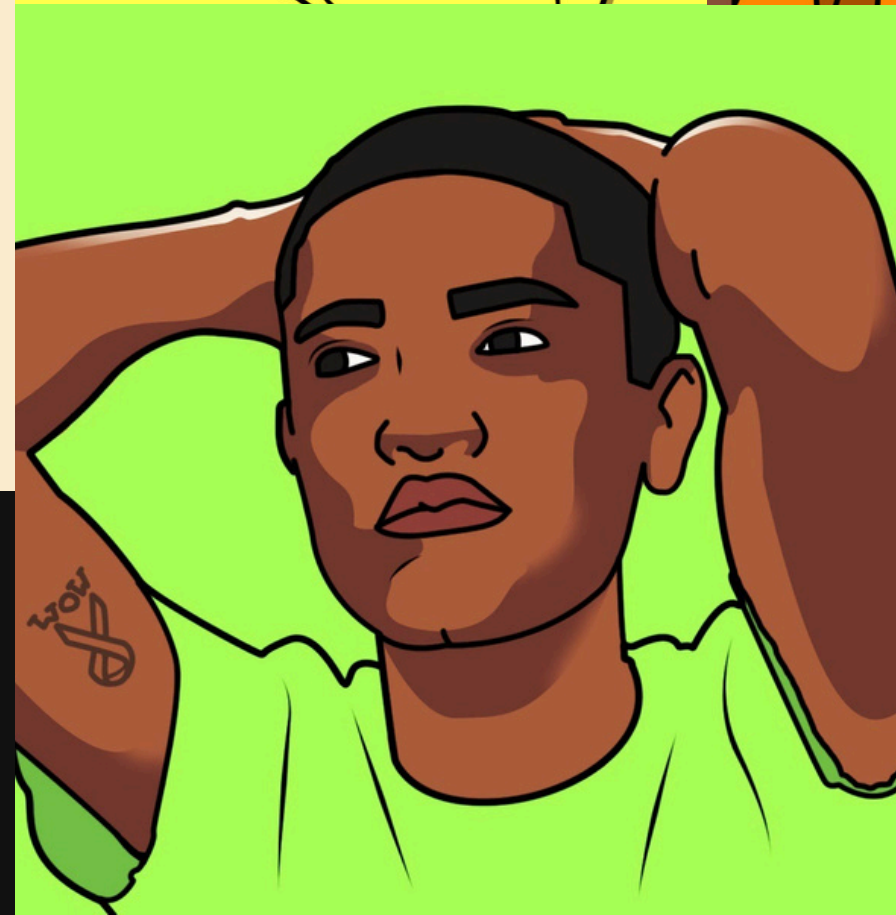
My expertise centers on Creativity and Problem-Solving, Communication, and Data Analysis & Analytics—three skills that drive my approach to every marketing project. I develop creative strategies that help brands stand out, communicate ideas clearly to engage audiences, and leverage data to optimize campaigns for maximum impact.

- * **Creativity and Problem-Solving**
- * **Communication**
- * **Data Analysis & Analytics**

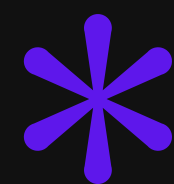




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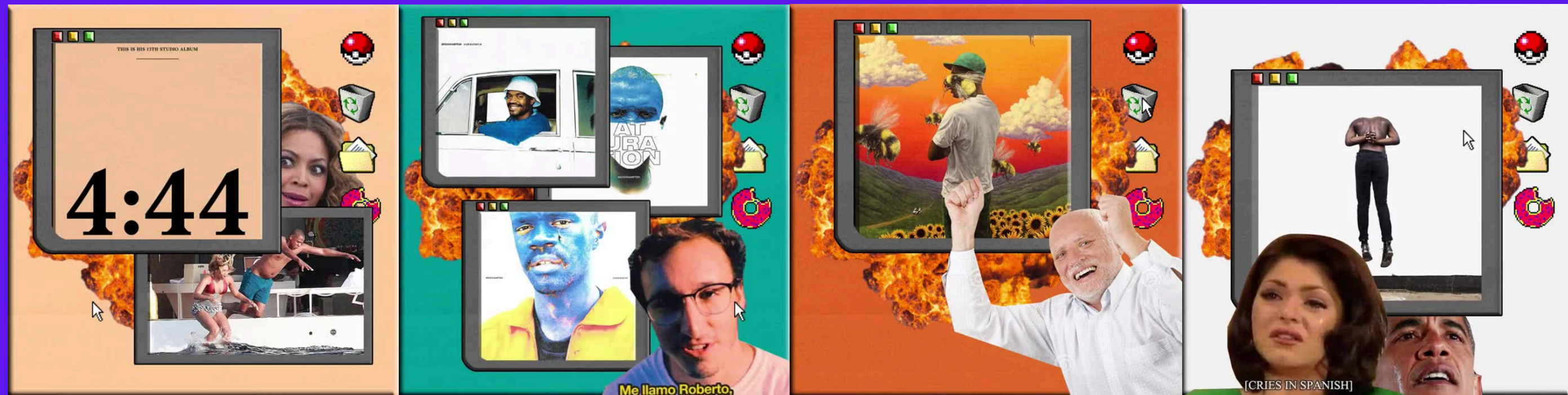
01



PROJECT

01

Detox was a passion project where I showcased my graphic design skills, creating eye-catching posts for music fans using the Adobe Suite. The page allowed me to combine my love for design and music, growing a dedicated audience through engaging, visually compelling content.



DETOX

Built entirely from the ground up, Detox relied on organic reach methods to grow its audience and increase engagement. At its peak, the page achieved 150 likes per post, reflecting the success of my strategy in building a dedicated community of followers without paid promotion. Detox not only highlighted my design expertise but also demonstrated my ability to foster engagement through authentic content.

PROJECT

Ecoplastile

As a Marketing Research Intern with Project Everest Ventures' Virtual Impact Program, I collaborated with a team to consult for Ecoplastile on optimizing their marketing efforts.

02

Over the course of four weeks, we conducted in-depth research and gathered actionable insights, which we then presented to Ecoplastile, offering strategic recommendations to improve their brand positioning and outreach.





(09)

Eco-plastile

MARKETING RESEARCH INTERN



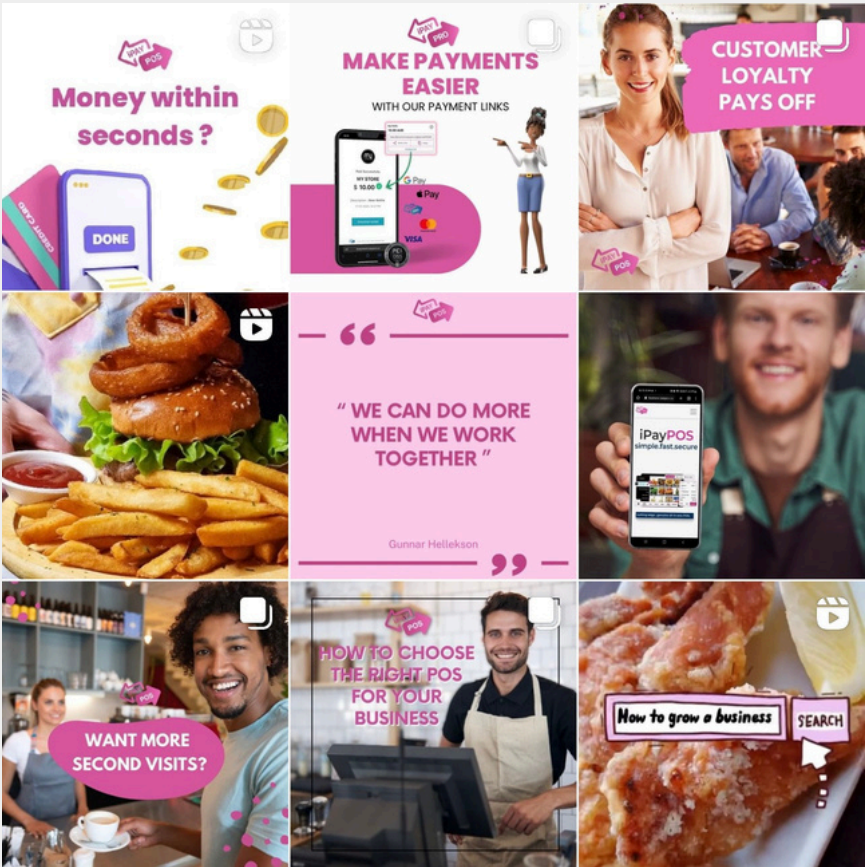
Throughout the project, we rotated leadership roles, allowing each team member to contribute to setting objectives and managing progress. My role involved leading daily meetings to set objectives, managing project timelines, and coordinating with stakeholders to ensure clear communication.

I also took charge of designing the consultancy documents, ensuring they were polished and professional, reflecting the high-quality nature of our work.

02



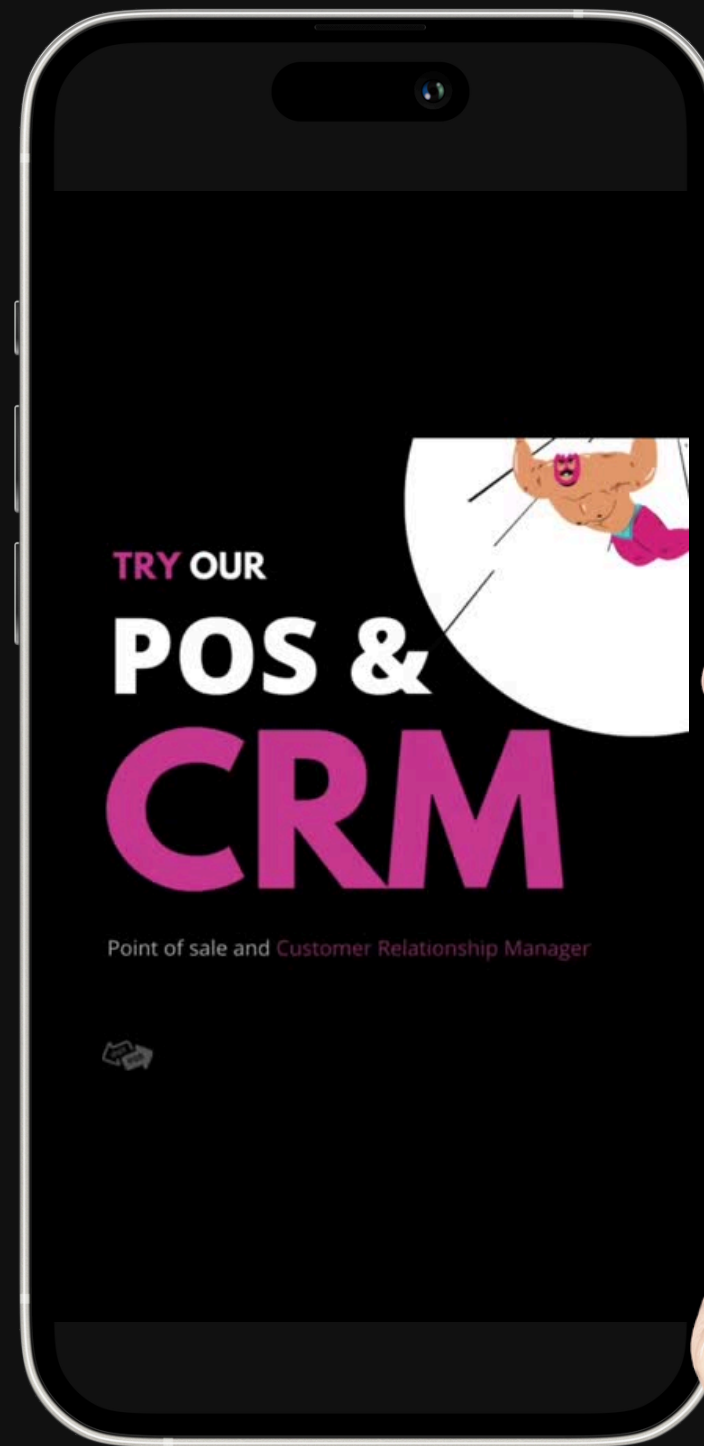
PROJECT * 03



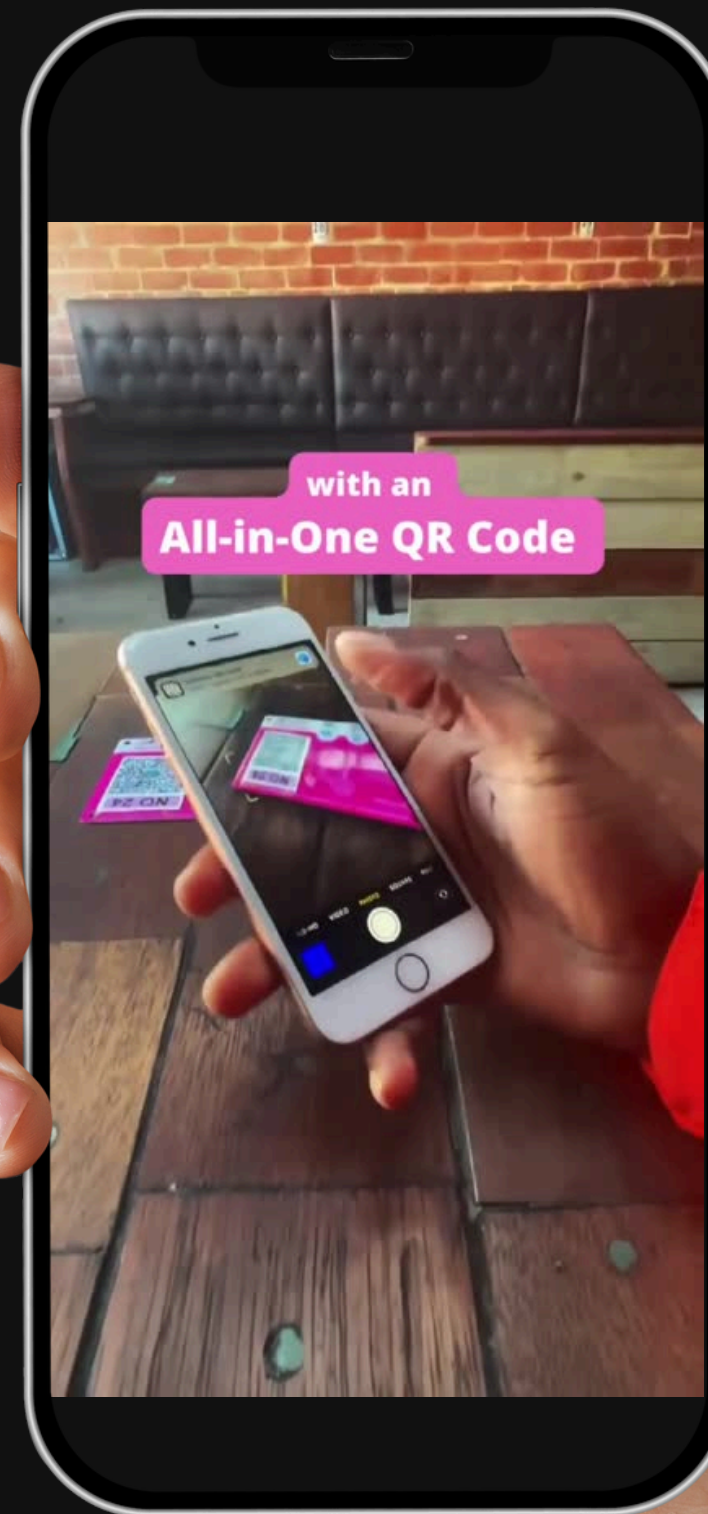
IPAY PRO

As the Marketing Coordinator at IPAYPRO, I played a key role in managing the company’s digital presence across multiple platforms. Using a CRM system, I scheduled and coordinated posts to ensure consistent engagement with our audience. I was responsible for crafting compelling copy that was tailored to each platform, optimizing content for SEO and maximizing engagement.





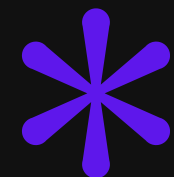
IPAY PRO



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03

I also created engaging video content, including Reels, to capitalize on the latest digital marketing trends and formats. Staying up-to-date with changes in the social media landscape allowed me to keep our strategies relevant and effective, driving greater visibility and engagement for the brand.

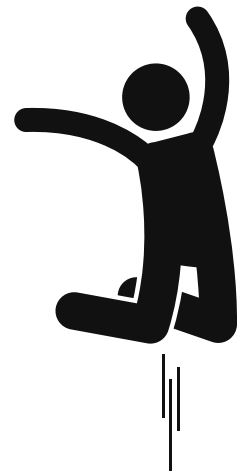


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IPAY PRO

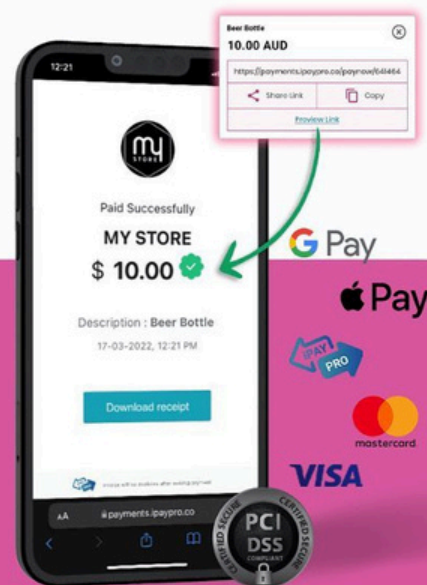
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In addition to content management, I led the company's advertising efforts, overseeing paid campaigns across platforms like Meta, Google, and TikTok. By analyzing performance metrics and adjusting strategies.



MAKE PAYMENTS EASIER

WITH OUR PAYMENT LINKS



HAVING TROUBLE WITH PAYMENTS?

- ✓ Lack of centralised reporting
- ✓ Zero integration
- ✓ Late payouts
- ✓ Security issues
- ✓ Disrupted processes and transactions



TRY IPAYPRO'S PAYMENT LINKS

Steps

- 1 Create a payment link
- 2 Send the link to a customer
- 3 Recieve your payment



WHAT ARE INSTANT PAYMENTS?

A payment method that, allows you to receive and transfer money almost immediate instead of waiting 3-4 days business days.



IPAYPRO PAYMENT LINKS

With our payment links, you can accept remote payments instantly without the need of sharing your bank details.





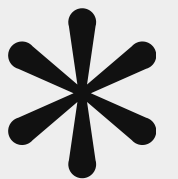
DETOX
デトックス



PROJECT LOGOS 04

These are just a few of the logos that I have designed through out my years as a graphic designer. I have experience designing for a range of different businesses and entrepreneurial projects.

LET'S WORK TOGETHER



Luminaryyy.marketing



Kunkatsidzira@gmail.com