

Shekainah Mandeya

Graphic Designer | Social Media Manager | Brand & Digital Content Designer

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PROFESSIONAL SUMMARY

Graphic Designer and Social Media Manager with hands-on experience since 2023 creating brand identities, marketing collateral, and social media content for businesses across different industries. Skilled in content strategy, content calendars, and social media campaigns, alongside print, packaging, and digital design using Adobe Photoshop, Illustrator, Premiere Pro, Adobe Express, Figma, and Canva. Works remotely with clients and internal teams to keep every touchpoint consistent with brand guidelines, increase audience engagement, and support business growth.

CORE SKILLS

Social Media & Content: Social Media Management, Content Strategy, Content Calendars, Content Creation, Social Media Campaigns, Audience Engagement, Audience Trend Analysis, Brand Awareness, Multi-Platform Publishing

Graphic & Brand Design: Branding & Logo Design, Visual Identity, Marketing Collateral, Print Design, Packaging Design, Business Cards & Company Profiles, Layout & Typography, Brand Consistency

Digital & Web: Web Design (WordPress / Elementor), UI Design (Figma, Adobe XD), Video Editing, Digital Marketing Assets, Social Media Graphics

Software & Tools: Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe XD, Adobe Express, Canva, Figma, WordPress

Professional Strengths: Client Communication, Remote Collaboration, Creative Brief Interpretation, Time Management

WORK EXPERIENCE

Social Media Manager (Freelance)

Feb 2026 – Present

AfriSMME Hub | Remote

- Develop and execute social media strategies that strengthen brand awareness, increase audience engagement, and support the organisation's digital marketing objectives.
- Create content and design social media visuals, manage content calendars, and schedule posts across multiple platforms to maintain a consistent online presence.
- Analyse audience trends and implement creative marketing campaigns to improve brand visibility and expand reach, keeping all content aligned with brand identity and communication goals.

Social Media Manager & Graphic Designer

Jan 2024 – Present

Vertueal | Remote

- Build consistent digital presence for client businesses through social media strategy, content creation, visual branding, and digital marketing.
- Plan content, manage publishing schedules, and monitor brand consistency across multiple platforms to increase engagement and online visibility.
- Design company profiles, logos, business cards, print collateral, and social media campaign creatives using Adobe Photoshop, Illustrator, Adobe Express, and Canva.
- Collaborate with clients and internal teams to turn creative briefs into on-brand marketing assets that strengthen brand identity and support business growth.

Graphic Designer & Social Media Manager

2023

Vertueal | Remote

- Designed promotional graphics, branding materials, advertising content, and digital designs for businesses across different industries to present a stronger, more consistent brand image.
- Planned, designed, and published social media content while maintaining brand consistency across platforms.

EDUCATION & TRAINING

Diploma in Graphic Design | Alison (Online Learning)

Started 2023

Certificate in Personal Development & Job Readiness | W4Aliving Course)

Jun 2023 – Sep 2023

Saint Faith's High School | ZIMSEC O-Level Certificate)

Started 2018-2023

References available on request.