

SAMMY BUKASA

+27 695 408 095 • 13 Coronation Rd, Cape Town • bukasasammy05@gmail.com
www.linkedin.com/in/sammy-bukasa-b55a90136/

MULTIMEDIA APPLICATIONS SPECIALIST

Summary

About Me	A Multimedia Applications Graduate with 4 years of experience specializing in graphics design, content creation, and digital marketing. Excellent at crafting innovative campaigns that boost brand visibility and engagement, with a proven track record of solving branding challenges through strategic creativity. I am passionate about delivering impactful designs that help businesses thrive in competitive markets.
----------	---

Skills

Technical Skills	<ul style="list-style-type: none">Digital Marketing (SEO, PPC, Social Media Marketing)Content Creation & CopywritingGraphics Design (Adobe Creative Suite, Canva)Data Analytics (Google Analytics, Facebook Insights)Campaign Management
------------------	--

Work Experience

Period	December 2022 – November 2024
Position	Digital Marketing Manager
Company	Palmridge Properties, Lusaka, Zambia
Responsibilities	<ul style="list-style-type: none">Collaborated with stakeholders to plan and manage Digital Marketing budgets for social media, Google Ads and email marketing campaigns.Oversaw social media management for five branches, including scheduling, publishing and analyzing ad performance.Partnered with the Design team to define creative directions, enhancing brand awareness and lead generation.Maintained and updated the company website, utilizing WordPress and basic knowledge of HTML, CSS, JavaScript.Provided detailed reporting and analysis of campaign performance, including key metrics like CPM, CTR, CPC, and ROAS, and used data to make informed recommendations for ongoing optimization.
Reason for Leaving	Relocated to Cape Town.

Period	January 2022 – November 2022
Position	Junior UX/UI Designer
Company	Brave Media
Responsibilities	<ul style="list-style-type: none"> ◦ Conducted user research to identify pain points and inform strategic design decisions. ◦ Designed wireframes and interactive prototypes to demonstrate workflows and client concepts. ◦ Developed visually appealing user interfaces aligned with brand standards, improving usability. ◦ Collaborated with Senior Designers, Developers and Project Managers to ensure seamless implementation of designs. ◦ Participated in usability testing, analyzed results and refined designs to optimize user experience.
Reason for Leaving	My contract had expired.

Period	June 2021 – October 2021
Position	Graphics Designer
Company	iZiKo Museum
Responsibilities	<ul style="list-style-type: none"> ◦ Designed print materials, including banners, flyers, brochures and posters to support exhibitions. ◦ Contributed to concept development, refining marketing ideas from inception to execution. ◦ Edited and enhanced existing artworks to align with brand messaging. ◦ Produced videos for social media, advertising and informational purposes. ◦ Developed graphics for art exhibition projects using Adobe Illustrator and Photoshop.
Reason for Leaving	It was a 3 months internship program

Tertiary Education

Period	2022
Qualification	Diploma: Multimedia Applications
Institution	Cape Peninsula University of Technology
Subjects	<ul style="list-style-type: none"> ◦ Gained expertise in Marketing, Social Media Management and Branding strategies. ◦ Acquired skills in interactive media, UI/UX design and coding in Java with a final project involving the creation of a banking app. ◦ Developed and showcased web design capabilities through HTML, CSS, JavaScript and WordPress. ◦ Produced a professional advertisement for Audi Motors as part of a final project, integrating storytelling and video production techniques.

To Whom It May Concern,

I am writing this letter to wholeheartedly recommend Sammy Bukasa Kazadi for any professional endeavor he chooses to pursue. Sammy has been an integral part of our team at **Palmridge Properties** for the past three years, where he has consistently demonstrated exceptional dedication, expertise, and professionalism.

Sammy joined our company as a **Social Media Manager**, where he quickly showcased his ability to enhance our online presence, engage diverse audiences, and produce outstanding results. His creativity, analytical skills, and strategic mindset played a significant role in elevating our brand visibility across various platforms.

Recognizing his remarkable contributions and potential, Sammy was promoted to the position of **Digital Marketing Manager**. In this role, he not only exceeded expectations but also set a benchmark for excellence. He spearheaded impactful marketing campaigns, effectively managed cross-functional teams, and introduced innovative digital strategies that directly contributed to the growth and success of **Palmridge Properties**.

What sets Sammy apart is his ability to balance technical proficiency with a collaborative and positive attitude. He consistently demonstrated exceptional communication skills, adaptability, and an eagerness to learn and grow. These qualities, combined with his strong work ethic, make him an asset to any organization.

It has been a pleasure working with Sammy and witnessing his professional journey. I am confident that he will excel in any role he undertakes, bringing the same level of passion and commitment that he exhibited at **Palmridge Properties**.

Please feel free to contact me at a.muzungu@palmridgeproperties.co.zm or if you require further information or would like to discuss Sammy's qualifications in greater detail.

Yours Sincerely,



Angela Muzungu

Marketing Manager (Palmridge Properties)

