



Ryan Anesu Petro



Digital Marketing Enthusiast | Creative UX/UI Designer
| AI Video Creator | Aspiring Photographer | Public
Speaker

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ABOUT ME

Creative digital marketing student at Uncommon.org (a Non-profit organization), passionate about blending design, storytelling, and strategy to connect brands with the right audience. Committed to growing as a modern digital marketer through real projects, continuous learning, and strong creativity. Confident, curious, and always ready to learn more. Volunteer coding teacher dedicated to empowering youth with programming knowledge. Committed to making a difference in underserved communities through free education and mentorship.

EXPERIENCE

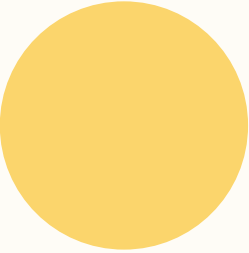
- **UX/UI Design:** Canva, Figma, Photoshop
- **Content Creation:** Social media posts, reels, carousels
- **Campaign Strategy:** Planning, research, and performance review
- **Presentation Tools:** AI Video creator (HeyGen), storytelling design
- **Aspiring photographer**
- **Volunteer coding teacher:** Helped over 50+ students gain basic programming skills through weekly classes.

EDUCATION

Uncommon.org – Digital Marketing Program

Student Marketer | 2025 – Present

- Hands-on learning with real-world projects.
 - Specializing in Digital Marketing.
 - Topics covered: SEO, content marketing, branding, UX/UI Design, Web Design
 - Created detailed marketing plans and strategy presentations.
 - Worked in teams and received feedback from instructors.
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ZIMSEC Ordinary Level

3 subjects passed

- Continued growth through skill-based learning and online certification

PROJECT EXPERIENCE

Zimbabwean Warriors Kit Design

Creative Concept | 2025

- Designed a full football kit for Zimbabwe's national team
- Integrated culture, flag colors, and meaning into each design
- Used mockups and detailed slides to present the project professionally

Cottage Bites Visual Content Creation (official Student Work)

- Designed branded visuals and menus for a local food concept
- Focused on clean, appetizing visuals with brand consistency
- Created a Site Audit and Digital Marketing strategy

CERTIFICATIONS

Google: Fundamentals of Digital Marketing

HubSpot Academy: Social Media Marketing / Digital Marketing

Allison: Introduction to Programming with Python / Effective Communication in the Workplace

Meta Blueprint: Privacy and Data Protection Across Meta Technologies

REFERENCE

Available on request.

