



Phil CHARD

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MY EXPERIENCE

POINT BLACK AFRICA

March 2010 - Present

CONTENT CREATION

February 2006

BYTRON

November 2010 - October 2015



EDUCATION

DARTMOUTH COLLEGE HANOVER, NEW HAMPSHIRE - USA

2017

ACADEMY OF SOUND ENGINEERING JOHANNESBURG, SOUTH AFRICA

2020



REFERENCES

GRACE MTONGERWA MANAGING DIRECTOR

Pizza Hut Zimbabwe

LAWRENCE MAWONI MARKETING MANAGER

Old Mutual Zimbabwe

MANAGING DIRECTOR AT POINT BLACK

I am the Founder and Managing Director of an award winning Digital Marketing and Content Creation boutique agency. Our services also include, Music Production, Live Events, Public Relations, and Corporate Communication. Our clients include Pizza Hut, Old Mutual and Ster Kinekor.

FOUNDED THE AFRICAN HIP HOP BLOG & 2 BROKE TWIMBOS

Founded and developed 2 award winning content and cultural brands. Work included content strategy, managing freelancers across Africa and public relations. In 2015 & 2016 The African Hip Hop Blog won Best Blog in Africa at the African Music Awards and boasted 1,000,000 unique visitors a month. 2 Broke Twimbos is the biggest podcast in Zimbabwe with multiple awards.

SALES & MARKETING MANAGER

As Sales & Marketing manager I oversaw a team of 5, where I developed Bytron into one of Zimbabwe's biggest consumer electronics retailers. In my time there, sales grew by 1,900%. I oversaw the company's merger with EZeeMoney (Kenya & Malaysia) in implementing an RFID payment system in Zimbabwe. I also oversaw the partnership with eLearning Solutions Zimbabwe that had over 50 schools as clients. During my tenure the company won Best IT Company at the 2013 & 2014 ICTAZ Awards..

MANDELA WASHINGTON FELLOWSHIP FOR YOUNG AFRICAN LEADERS

I was accepted into the Mandela Washington Fellowship where I studied Business & Entrepreneurship at the prestigious Ivy League Institution.

MUSIC BUSINESS MANAGEMENT

An advanced program that details the intricacies of the Music and Entertainment industry, contracts and revenue streams.

I have worked extensively with Pizza Hut including launching their Zimbabwean operations and subsequent campaigns.

My company has worked with Old Mutual on a number of digital campaigns, including the Old Mutual talent show Amazing Voices

SKILLS & COMPETENCIES

- DIGITAL MARKETING ●●●●●●●●●●●●●●●●
- WORDPRESS ●●●●●●●●●●●●●●●●
- SQUARESPACE ●●●●●●●●●●●●●●●●
- MANAGEMENT ●●●●●●●●●●●●●●●●
- PHOTOGRAPHY ●●●●●●●●●●●●●●●●
- GRAPHICS ●●●●●●●●●●●●●●●●
- LAYOUT DESIGN ●●●●●●●●●●●●●●●●
- VIDEO CONTENT ●●●●●●●●●●●●●●●●
- PUBLIC RELATIONS ●●●●●●●●●●●●●●●●