

Amanda Tayte-Tait Resume

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Skills

- **Localisation & Content Strategy:** Tone of voice, cultural insight, brand messaging
- **Influencer & Community Marketing** – Events, campaign management, influencer marketing, brand storytelling, content campaigns
- **Growth Marketing & Demand Gen:** Content Research and Development, Social Media Strategy, Digital Marketing, Paid Ads, Email Campaigns, CRM & Sales Automation
- **Technical Skills:** Freelance Writing, Video Editing (Premiere Pro), Graphic Design (Canva & Photoshop), WordPress Development
- **Project Management:** Planning, Concept Development, Execution, Budget Management, Logistics Coordination and Reporting
- **Communication:** Writing & Editing, Public Speaking, Negotiation, Speaking & Hosting
- **Event Planning:** Concept Development, Logistics Coordination, Audience Engagement
- **Content Strategy & SEO** – Thought leadership, editorial direction, social media growth

Achievements

- Euro Film Fest – Best Short Documentary Award (2023)
- Zimbabwean Film And Television (ZAFTA) – Best Documentary Short Award Nominee (2023)
- Africa Innovation Week: Global Ambassador (2020)
- The Better Tomorrow Movement: Global Ambassador (June 2019 – Dec 2019)
- Digital Spaces Lab Residency – (October 2019)
- Zim Blog Award Nominee (2020)
- Entrepreneurship National Award Winner (2020)
- Globee Business Award Nominee (2021)
- Emoyeni Digital (2021)

Freelance Work

- **Speaking (selected):** National Art Gallery of Zimbabwe; Harare Literature Festival; Fundraising Everywhere; The Gender Justice Unit, Feminist Women's Association; The Feminist Leadership Journal; Global Feminism course, Portland University.
- **Freelance Writing (selected):** Amaka Studio, Black Ballad, Wealth Of Geeks, Stylist, Document Women, Hedone, Meeting Of Minds, The Feminist Leadership Journal.
- **Books & Production:** Author of At What Age Does My Body Belong To Me?, a feminist text taught on the Global Feminism course at Portland University, alongside producing multimedia projects on Black womanhood, gender justice, and multi-hyphenate women's lives.

Educational Background

- **UNIVERSITY OF STRATHCLYDE (2020)** – Certificate – Gender Representation In Media
- **GOOGLE (2018)** – Certificate – The Fundamentals of Digital Marketing
- **DIGITAL MARKETING INSTITUTE IN IRELAND (2017)** – Certificate – Basics Of Digital Marketing
- **ALISON: NPTEL (2023)** – Advanced Diploma – Global Marketing Management
- **ALISON: University of Wisconsin (2023)** – Diploma – Project Management in Practice
- **ALISON: Workforce Academy Partnership (2023)** – Diploma – Social Media Strategy

About Me

I'm a psychology-driven growth and AI strategist with 10+ years of experience building culturally relevant campaigns, events, content, and partnerships across Africa, the UK, and the US. I've led multi-country creator activations, scaled brand campaigns for SaaS and media companies, and built systems that bring user voices—into the heart of product and content design.

Professional Experience

CREATOR MATCH: 2026 Campaign Manager

Key Responsibilities

- Managed millions in creator spend and supported full-funnel creator campaigns for leading B2B tech brands including Perplexity, Zapier, and Wispr Flow—owning creator shortlists, campaign briefs, outreach templates, and day-to-day coordination between clients and creators.
- Drafted post copy, content outlines, and talking points, monitored live creator content, and produced clear performance summaries and optimization recommendations, while advising on rate benchmarks and negotiations

AMAKA STUDIO: 2023 – 2025

Growth Partnerships Manager

Key Responsibilities:

- Managed a cross-continental community of 70,000+ creators and brands in 60 countries and localised global brand messaging and campaigns for African creators and audiences
- Spearheaded creator-led marketing initiatives with Sony Music, Amplify Africa, and YouTube, achieving 2x industry average engagement
- Collaborated with design and engineering teams to ensure product-market fit across cultural contexts
- Scaled partnerships and revenue through culturally relevant storytelling and brand-community activations

ACCOUNTABILITY LAB & MAGAMBA NETWORK: 2022 – 2024

Project Officer (Voice2Rep)

Key Responsibilities:

- Designed and delivered culturally grounded training programmes across African regions
- Managed marketing efforts across 9 Zimbabwean languages, working closely with local language experts and translators
- Led marketing strategy for festivals and album launches reaching 50,000+
- Developed and executed partnership strategies with artists, government, and media stakeholders to increase community engagement by 30%
- Led events and provided strategic direction on youth culture, music, and gender-sensitive campaigns

VISUAL SENSATIONS: 2018 – 2022

Business Development & Production

Key Responsibilities:

- Produced digital and TV content viewed by over 6 million people across Africa
- Organised large-scale virtual events and festivals with 100,000+ attendees
- Negotiated contracts, managed talent, and ensured culturally respectful narratives in production

NK DIGITAL: 2017 – 2020

Marketing Assistant

Key Responsibilities:

- Implemented social media strategies, increasing brand awareness by 40%.
- Facilitated marketing workshops for various organizations, enhancing participants' skills.
- Executed innovative event concepts like digital media week and Zim Social Media and Digital Awards, reaching thousands of attendees.