

# Tate Choruma

Communications & Design Professional | Harare, Zimbabwe | chorumz@gmail.com

## Professional Summary

Communications and Design Professional with specialized experience in NGO outreach, visual identity production, and front-end web development. Adept at conceptualizing brand strategies, managing creative assets, and driving organizational goals. Highly disciplined, consistently meeting rigorous technical and creative targets within both fast-paced agency environments and the development sector.

## Professional Experience

### Communications Assistant

Young Africa | Harare, Zimbabwe | March 2026 - Present

- Drive strategic communications initiatives designed to achieve and expand outreach goals for a youth-focused non-governmental organization.
- Produce impactful visual assets and multimedia communication materials specifically tailored to enhance community engagement and strengthen donor relations.
- Act as brand custodian, ensuring all creative deliverables strictly align with organizational objectives and overarching NGO missions.

### Content Developer

Think Tank Advertising | Harare, Zimbabwe | July 2024 - Dec 2024 (Internship) Jan 2025 - Feb 2025 (Full-time)

- Executed high-impact visual design and comprehensive branding strategies within a fast-paced, deadline-driven advertising agency environment.
- Managed creative deliverables for major corporate accounts—including Old Mutual, CABS, Zimswitch, and William Bain—ensuring brand consistency and visual excellence across campaigns.

## Education

Bachelor of Visual Arts (BVA) in Fine & Studio Arts | Nelson Mandela University | 2021 - 2023

High School | Falcon College | 2012 - 2017

## Technical Skills & Core Competencies

- **Design & Branding:** Graphic Design, Visual Identity Production, Brand Strategy, Mood Board Creation, Asset Deliverables.
- **Web & Technical:** Front-End Design, Web Portfolio Development, JSON formatting, GitHub Repository Management.
- **Communications:** Campaign Strategy, NGO Outreach, Client Collaboration, Creative Briefing.
- **Core Competencies:** Adaptability, continuous learning, rigorous analytical tracking, and goal-oriented project management.

## Personal Interests

- **Endurance Athletics:** Highly disciplined competitive runner focused on advanced athletic performance metrics. Consistently execute high-mileage training weeks to achieve strict personal objectives, including a 1:39:00 Half Marathon, a 45:00 10k, and a 21:30 5k (currently targeting sub-20 minutes).