

Tybert

mhlanga

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Content Marketing Designer | B2B Marketing | Digital Campaigns



Professional Summary

Content Marketing Designer with 5+ years of experience creating digital content, campaign assets and marketing collateral for B2B technology and IT services organisations. Skilled in integrated marketing campaigns, landing page design, social media content, video production and partner marketing. Experienced in translating complex technical subjects into clear, engaging visual communications across digital channels. Contributed creative assets to lead generation campaigns, including a Microsoft and Lenovo AI laptop campaign that generated 500 leads. Proficient in Adobe Creative Cloud, Figma, Salesforce and AI-assisted creative workflows, with a strong understanding of brand consistency, audience engagement and commercial marketing objectives.

CORE SKILLS

Content Marketing & Campaigns

- B2B Content Marketing
- Integrated Marketing Campaigns
- Demand Generation Support
- Lead Generation Campaigns
- Partner Marketing
- Content Production
- LinkedIn Content
- Content Repurposing
- Technical Content Marketing

Digital Design & Production

- Digital Campaign Design
- Landing Page Design
- Social Media Design
- Marketing Collateral
- White Paper Design
- Infographic Design
- Short-Form Video Editing
- Motion Graphics
- Brand Identity & Consistency



Marketing Technology

- Salesforce, Pardot, Magento,
- Google Analytics, Adobe Firefly,
- AI-Assisted Creative Workflows

Creative Tools

- Adobe Creative Cloud, Photoshop,
- Illustrator, InDesign, Premiere Pro,
- After Effects, Figma

PROFESSIONAL EXPERIENCE

01

Content Marketing Designer
Vohkus, UK | 2022 – Present

- Produce digital content and campaign creative for B2B technology marketing initiatives spanning cloud computing, cybersecurity, AI, infrastructure and IT services.
- Design and deliver multi-format marketing assets, including LinkedIn content, landing page graphics, digital banners, white papers, infographics and promotional materials to support integrated marketing campaigns.
- Translate complex technical information into accessible, visually engaging content for business and IT decision-makers.
- Support demand generation and partner marketing initiatives by producing co-branded digital content for technology vendors including Microsoft, Lenovo, Cisco, Dell, HP and IBM.
- Collaborate with marketing managers, sales teams and external partners to deliver campaign assets aligned with marketing objectives, audience requirements and brand guidelines.
- Produce and edit short-form videos, promotional content and motion graphics for LinkedIn and other digital marketing channels.
- Support website content production and campaign landing pages through digital asset creation, visual communication and content presentation.
- Apply AI-assisted creative workflows using Adobe Firefly and other generative AI tools to support design production, ideation and visual asset development.
- Maintain brand consistency across digital campaigns, social media, websites and marketing collateral.

Key achievements:

- Contributed campaign creative, landing page content and marketing collateral to a Microsoft and Lenovo AI laptop campaign that generated 500 leads.
- Delivered co-branded campaign assets supporting technology partner initiatives across cybersecurity, cloud computing, AI and enterprise infrastructure.
- Produced LinkedIn content, social media graphics and short-form promotional videos for B2B technology campaigns.

02

Freelance Designer
Tybert Designs | 2017 – Present

- Deliver graphic design, brand identity and digital content solutions for startups, independent businesses and creative organisations.
- Develop logos, visual identities, marketing collateral, social media graphics and promotional assets tailored to client requirements.
- Produce digital product mock-ups, branded visuals and creative compositions using Adobe Photoshop and AI-assisted design techniques.
- Manage end-to-end creative projects, from interpreting client briefs and developing concepts through to producing final design assets.
- Developed campaign creative and visual communications for SDS Entertainment, supporting community arts initiatives in partnership with Croydon Council.
- Mentor emerging creatives in visual branding, design principles and digital content production.

Key achievements:

- Delivered branding and launch materials for UK-based and international businesses, supporting their visual identity and digital presence.
- Secured and delivered a sponsorship partnership with Puma, supporting a youth-focused creative programme.

03

Design Management Assistant
Merch Masters | 2018 – 2020

- Produced graphics, CAD layouts and visual concepts for client proposals and branded merchandise.
- Retouched images and prepared production-ready artwork in accordance with brand specifications.
- Collaborated with designers to implement feedback, refine layouts and deliver print-ready creative assets.

04

Hospitality & Events Supervisor
Compass Group | 2016 – 2022

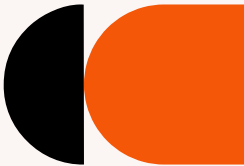
- Supervised teams of 20+ staff across high-profile hospitality and corporate events.
- Coordinated team operations, training and event delivery in fast-paced environments.

Certifications & Professional Development

- Google**
Individual Qualification
- HubSpot Academy**
Content Marketing — In Progress
- Skillsoft Courses**
Digital Content & Campaign Strategy

EDUCATION

- Southampton Solent University, 2019**
BA (Hons) Graphic Design
- East Surrey College, 2016**
HND Graphic Design



Explore my portfolio at www.tybertdesigns.com to see how I bring bold ideas to life through content, branding and digital design.