IDI KARIMU IDI

Dodoma  
Phone: +255 621 694 572  
Email: idi27764@gmail.com

**Professional Summary**

A Journalism and Mass Communication graduate with over three years of experience in radio and television reporting, and six months in digital content management. Skilled in social media management, visual content creation, and proficient in Adobe Creative Suite. A creative, organized, and highly motivated individual with strong multitasking and communication skills, ready to contribute to impactful digital and administrative projects.

**Education**

St. Augustine University of Tanzania (SAUT), Mwanza  
Bachelor of Arts in Journalism and Mass Communication  
2021 – 2024

Mwl. JK Nyerere High School  
Advanced Certificate of Secondary Education  
2019 – 2021

Regina Mimba Lowassa Secondary School  
Certificate of Secondary Education  
2015 – 2018

**Work Experience**

Radio SAUT FM & SAUTV  
Reporter Local news & sport news & TV Presenter sports News– Current Affairs Desk  
2021 – 2024  
- Reported live and recorded news events for radio and television.  
- Part of current affairs programs for SAUTV.  
- Scripted reports, and edited audio-visual content.

Zaka Media

January - present

Digital Content Manager  
2024 (6-month contract)  
- Managed daily content for YouTube and Instagram platforms.  
- Created, edited, and scheduled engaging multimedia content.  
- Analyzed audience engagement and improved content strategies.

**Key Skills**

- Social Media Management (Facebook, Instagram, YouTube, X)  
- Content Creation (Video & Graphic Design)  
- Digital Marketing & Campaign Planning  
- Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator)  
- News Writing & Media Reporting  
- Project Coordination and Time Management

**Languages**

Swahili – Fluent  
English – Proficient

**Reference**

**Mr. Nuru H. Chuo**

**Assistant Lecturer –**

**Assistant Head of Electronic Media Unit**

**Department of Journalism and Mass Communications**

**St Augustine University of Tanzania**

**Mwanza**

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**Mr. Yusufu Eliasa**

**Accountant**

**MO Enterprises**

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**Data Officer**

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