Daniel Semphere

Content Strategist | Brand Strategy and Team Leadership

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SUMMARY

Content strategist with nine years building brands and the systems that keep them publishing. Since 2024 I have run an independent practice from Malawi for clients in the US, UK and Africa, and I keep ending up in the strategy seat: I took over content strategy for a CEO's personal brand when his strategist left, wrote the brand framework for an author's three-part business, and directed a 46-participant leadership program for the African Leadership Academy with a team of seven. Most recently I co-founded Peza, whose launch campaign for a Lilongwe hospitality brand reached 39,000 views on one Reel with no paid boost. I am looking for a role where I set content strategy over years, not quarters, and lead the team that carries it out.

EXPERIENCE

Co-founder, Peza (Southern Africa travel media)

Lilongwe, Malawi · 2026 – present

Co-founded a media company built on one thesis: hospitality operators lose 15 to 20% of OTA bookings to commission, and consistent, media-standard social content is the direct-booking channel that makes that cost optional.

- Defined the market thesis, the offer (a monthly retainer of 15 videos and one shoot day) and its pricing against what operators already lose to commission.
- Signed the first paying client, House of Tales, for its "Grounded" launch campaign.
- Edited the launch Reel myself: 39,000 views, 669 new follows and 86% non-follower reach, with no paid boost. It passed 28,900 views within 44 hours, over 20 times the account's follower base.
- Across the 17-post campaign the client's account grew from 913 to 1,802 followers, and monthly views rose from 6,890 to 91,006, all organic.

Independent Content Strategist

Remote · May 2024 – present

Independent practice serving clients in the US, UK and Africa across eight verticals. Six Upwork contracts, every rated one 5.0, with one repeat client.

Content Specialist, Haider Jabbar Personal Brand *(Upwork, Jan – Apr 2026)* Organic social for the founder and CEO of a multi-million-pound humanitarian organization.

- Took full ownership of content strategy after the client's strategist left, and built the quarterly analytics reporting from platform exports.
- Wrote the weekly production SOP the account ran on from week three, and closed the engagement with a full handover document.
- Delivered 185 unique posts and 237 platform deliveries across six channels in one quarter, including 61 videos.
- Grew monthly impressions from 1,606 in January to a February peak of 7,587, and interactions from 90 to 239.

Brand & Content Strategist, Personal-brand business, wellness sector *(via African Leadership Academy, Jul 2025 – Apr 2026)*

- Authored the Master Brand Identity Framework: positioning, voice, messaging and brand architecture across three verticals (wellness, entrepreneurship, youth empowerment).
- Mapped the customer journey from discovery to community, and designed the full email lifecycle with segmentation and test-group validation.
- Built the website and the publishing infrastructure for a forthcoming book series, including KDP setup, category research and QR pathways into the owned list.

Content Strategy & Editorial Lead, Boistory Foundation *(via African Leadership Academy, Mar – Jun 2026)*

- Designed and ran a 90-day content program in three phases for a foundation advocating for neurodivergent Africans and African creatives.
- Set the production rules the team worked to: 12 to 16 pieces a month, a 21-day minimum lead time and a two-draft review limit.

Video Editor, Sea Tow Services International *(direct, May – Dec 2024)*

- Produced search-intent acquisition creative ("Boat Towing Near Me", Meta and YouTube) and brand-led membership creative, plus an ASMR-driven Labor Day campaign concept.

Other clients: The Good Authority, Nothing Without Us Podcast, Stone Kin, Indestructebear, and Upwork work in fintech, legal and startup video.

Director and Educator, Global Scholars Program, African Leadership Academy

Johannesburg, South Africa · Three consecutive seasons: 2024, 2025, 2026

Progressed from camp educator to director of the program's final 2026 cohort.

- **Director, Explore 3 (2026):** led a 10-day residential leadership program for 46 participants and a team of seven educators, from educator training through delivery and reporting.
- Achieved an NPS of +62 on a 91% survey response rate, with zero low scores on physical or psychological safety.
- Authored the exit survey evaluation, the camp report and 46 individual participant reports, and built the operational tooling: a director's dashboard, a participant travel app and automated excursion sign-out sheets.
- Also designed and taught a 120-minute African music production elective (2026), and served as an educator on Engage 1 (2025) and Explore 3 (2024).

Content Strategist, Garden Trends Inc.

Rochester, NY · Feb 2023 – Feb 2024

Content across the company's consumer brands, including Harris Seeds and Sybotanica.

- Shifted the product-launch approach from specifications to content-first discovery, building lead magnets (recipe cards, planting guides, visual how-tos) that introduced products before the sale.
- Produced campaign creative, sales materials and email assets across both brands, from a seed-finance promotion ("Grow Now. Pay Later.") to organic social ("Stop Killing Your Plants").

Multimedia Marketing Specialist, Syron Design

Remote · May – Dec 2022

- Oversaw post-production on 7+ commercial spots, sizzle reels and YouTube, Meta and Spotify ads for a national marine services account.
- Pushed for layered sound design as a positioning advantage after competitive analysis showed competitors shipping strong visuals with flat audio.

Social Media Content Creator, Greene Center for Career Education, University of Rochester

Rochester, NY · Sep 2020 – Oct 2022

- Increased Instagram reach 111% and reached 28,300 non-followers, in an audience limited to current students and recent alumni, by rebuilding the strategy around short-form video.
- Built a repeatable workflow for repurposing long-form blog content into Reels, designed to be run weekly and handed off.

Digital Media Specialist, Rettner Media Lab, University of Rochester

Rochester, NY · Feb 2019 – Fall 2022

Hired and trained new staff, and rewrote the handbook and onboarding tutorials.

Video Producer and Editor, Zonse Live

Lilongwe, Malawi · May 2017 – Oct 2019

Produced and edited two seasons, 23 episodes, of a weekly music and culture web series, including research, scripting, sound recording and series branding.

SKILLS

Strategy and leadership: Brand architecture and positioning · Content strategy and editorial planning · Team leadership and training · Production systems and SOPs · Customer journey and funnel mapping · Email lifecycle and segmentation · Performance reporting

Execution: Multi-platform publishing (LinkedIn, Instagram, TikTok, YouTube, Facebook, X) · Short-form video · Newsletter and editorial production · Landing pages · Community programming

Production: Premiere Pro · After Effects · Photoshop · Illustrator · Audition · Systeme.io · Metricool

EDUCATION

University of Rochester, Bachelor of Arts, Film & Media Studies, May 2023

African Leadership Academy, Johannesburg, Cambridge A-Levels and Diploma, 2016 – 2018

ALSO

Electronic and Afro house producer and DJ under **SMPH** since 2021 (~1,000 YouTube subscribers, live performance), the basis of the music elective taught at ALA. Languages: English, Chichewa.