

Amon Kipkogei Kurgat

Digital Marketing Specialist

CONTACT

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EDUCATION

Kapsabet High School

Grade: B+
2014 - 2017

Bachelor of Science,
Mathematics and Computer Science
Jomo Kenyatta University of
Agriculture and Technology
(JKUAT),
Kiambu, Kenya.

2018 - 2023

RELEVANT SKILLS

- Data Analytics
- SEO Optimization
- SEM Optimization
- Adobe Photoshop
- Adobe Illustrator
- Adobe Animate
- Hubspot & Ahref
- Google Analytics
- Microsoft Office
- Salesforce

PROFESSIONAL EXPERIENCE

Marketing Executive
Hybrid

Workpay Africa Limited,
Nairobi, Kenya

November 2023 - Present

- **Graphic Design:** Designing and ensuring visually appealing materials are aligned with Workpay's brand identity across digital channels and thus boosting content impressions and engagement by 10% in Q1.
- **Web Development:** Managing the company's official website, focusing on user-friendliness to help in reducing our bounce rate by 5% in Q1.
- **SEO:** Enhancing the website's visibility through keyword research to increase our content relevance and using tools such as Ahref to boost our link-building efforts.
- **Social Media Marketing:** Strategically plan and executing data driven campaigns to boost brand visibility and engagement.
- **Email Marketing:** Crafting personalized content to increase open and click-through rates and nurture leads by 2% in Q1.
- **SMS Marketing:** Execute impactful mobile messaging campaigns to boost Workpay's Financial Services, measuring effectiveness through open and click-through rates.

Digital Marketing Intern
Remote

Global Commerce Media GmbH,
New York, United States of America

May 2023 – August 2023

- **Market Research:** Conducted in-depth market research to identify industry trends, consumer behaviour, and competitor strategies.
- **Data Mining:** Gathered and processed large datasets to extract valuable insights and trends.
- **Graphic Design:** Utilized Adobe Cloud tools to create posters and fliers for their advertising campaigns.
- **SEO and SEM Optimization:** Assisted in keyword research and optimization efforts to improve website visibility on search engines

ICT Student Intern
On-site

Kenya Medical Research Institute,
Nairobi, Kenya

Jan 2023 – April 2023

- Provided essential network support, ensuring seamless connectivity and optimal performance.

Data Science & Business Analytics Intern
Remote

The Sparks Foundation,
Singapore

November 2022– December 2022

- This one month internship strengthened my skills in data manipulation, predictive modelling, and performance analysis to be leveraged in market analysis.

REFERENCES

Peter Mosagwe

Data Scientist - Kenya Revenue Authority
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Public Service Commission
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