

Benson Muthee

Westlands Business Center

Nairobi ,Kenya

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Professional Summary

Detail-oriented Software Engineer with six months of hands-on experience in marketing automation and CRM systems, including Salesforce and Odoo ERP. Proficient in using SendPulse to design and optimize email and SMS campaigns. Skilled in analyzing campaign performance and improving customer engagement and lead generation through data-driven decisions. Strong communicator with a passion for marketing automation and process optimization.

Key Skills

- Marketing Automation (SendPulse, Salesforce, Odoo)
- Email and SMS Campaign Strategy
- Data Analysis & Performance Optimization
- CRM Integration and Management
- Workflow Creation & Management
- Personalization & Segmentation Techniques
- Strong Communication & Project Management
- Analytical & Problem-solving Skills

Professional Experience**Software Engineer | Safetyplus Consulting Ltd**

Feb 2024 – May 2024

- Worked on integrating Salesforce CRM and Odoo ERP systems, streamlining business processes and improving client management.
- Collaborated with marketing teams to develop and implement automation workflows that align with business goals.
- Provided data-driven insights and recommendations to improve customer engagement through system automation.

Marketing Automation Intern | Caetano Kenya

May - 2024 – Present

- Assisted in designing and executing automated marketing campaigns using Salesforce, contributing to a 10% increase in lead conversion rates within four months.
- Analyzed marketing campaign data to refine targeting strategies and improve engagement.
- Managed contact lists and developed personalized messaging workflows based on customer behaviors.

Education

Bachelor of Science in Software Engineering

Pioneer International University | 2023

Certifications

- Salesforce Certified Specialist
- Odoo ERP Specialist
- Digital Marketing & Automation

Achievements

- Contributed to a 10% increase in lead conversions within six months by optimizing automated workflows.

- Assisted in integrating Salesforce CRM with marketing platforms, enhancing team collaboration.
- Supported marketing automation efforts, leading to improved campaign performance and engagement.

Languages

- English (Fluent)
- Kiswahili

References

Alfayo Otuke	CEO Safetyplus Consulting Ltd	+254 772884916
Gladys Sifa	Sales Mananger Caetano Kenya	+254 748902829