



MAUGHAM BRIDIE DIBORA

Digital Marketer / Social Media Manager

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- 📍 Nairobi, Kenya
- 🌐 Trojan Horse Africa

PROFILE

Tech-savvy Digital Marketer and Social Media Manager with a strong background in IT, brand strategy, and content creation. I design and execute high-impact campaigns that grow audiences, drive engagement, and build lasting brand value. I work fast, think creatively, and deliver consistently. With proven experience across multiple industries and platforms, I'm the smart, skilled hire every modern team needs.

EDUCATION

2025
HUBSPOT ACADEMY

- Certificate in Content Marketing

2021-2024
KCA UNIVERSITY

- Bachelors in Business and Information Technology

SKILLS

- Content Strategy & Storytelling
- Platform-Specific Expertise
- Analytics & Performance Optimization
- Brand Identity Development
- Creative Direction & Visual Aesthetics
- Campaign Planning & Execution
- Community Engagement & Growth
- Technical Agility & Digital Tools Mastery
- Adaptability & Trend Sensitivity

LANGUAGES

- English (Fluent)
- Swahili (Fluent)
- French (Basics)

WORK EXPERIENCE

■ Social Media Manager | Freelance Jan 2025 – Present

Manage and grow digital presence for Adera Yunita, Nancy Naomi & Everything Creative 254

Develop strategies, create content, and drive engagement across Instagram, TikTok & YouTube

■ Founder & Strategist | Trojan Horse Africa 2025 – Present

Launched a marketing agency focused on bold brand storytelling, concept design and social media management.

Lead campaigns, content strategy, and client projects

■ Communications & IT Assistant | KAGRC 2024

Created content, managed internal campaigns, and supported website updates

Provided basic tech and database support

■ AI Assistant | Transsion Holdings 2022 – 2024

Tagged and structured content for AI training and localization
Supported East African market content and digital projects

REFERENCE

Sharon Njeri

Transsion Holdings

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Naomi Nancy

Social Media Management Client

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