

CATHERINE KIIRU

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SEO article samples - <https://bit.ly/34rFQXq>

My blog - <https://hashnode.com/@CatherineKiiru>

My GitHub profile - <https://github.com/CatherineKiiru>

AREAS OF EXPERTISE

- Frontend web development [MERN Stack]
- Technical writing
- Digital marketing

EDUCATION

- Bachelor of Commerce - Catholic University of Eastern Africa
- Software Development Certification - Moringa School

WORK EXPERIENCE

Technical Content Writer – Sanifu Media, April 2021– present

- Developed SEO optimized blog articles for SaaS companies operating in the US, UK, Canada and Turkey.
- Proficient in writing short and long format content on software products, web applications and mobile apps across different industries. i.e. blog posts, case studies and whitepapers.
- Proficient in writing blog content on DevOps, Cloud Infrastructure, ERP platforms, Machine Learning and Cybersecurity.

Program Manager, Mentoring Programs – She Code Africa, January 2021- August 2021

- Enrolled 102 women across from across Africa to She Code Africa’s Mentoring Program to equip them with technical & career development skills.
- led a team of 10 program coordinators to achieve the organization’s goals.
- In charge of program budgeting and sourcing for sponsorships.
- Conducted monthly soft skills training with program coordinators to prepare mentees for the job market.

Digital Marketing Consultant – Dial A Teacher Ltd – September 2020 – December 2020

- Develop the go to market strategy and the digital marketing strategy for the e-learning platform.
- Collaborate with the business development team and software developers to design the web platform as per customer needs and develop revenue growth strategies.

Brand Lead- elementary school and e-learning - Longhorn Publishers Plc, 2017- 2020

- Created & integrated marketing strategies to market new products to 2000+ schools across select regions in the country through targeted social media campaigns and on-ground activations.
- Re-branded 83 products to improve product visibility and align with customer needs.

Marketing & Communications Officer - Longhorn Publishers Plc 2014 – 2017

- Led the development, implementation & tracking of digital marketing campaigns to market the Company’s e-learning platforms resulting in over 100,000 App downloads on Google Play Store.
- Grew the Company's social media presence on Twitter, Facebook and Instagram to 35,553 followers collectively through social media campaigns, influencer marketing and paid advertising.