

Bessy Wangui

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PROFFESIONAL SUMMARY

I am an ambitious, Social Media Manager with expertise in content creation, scheduling, and engagement strategies that attract the right audience, bring value, and generate revenue for businesses. Passionate about leveraging Artificial Intelligence in digital marketing to drive brand visibility and user engagement. Skilled in email marketing, analytics, and content strategy to enhance brand presence.

EDUCATION

Gorgeous College

Diploma in Cosmetology

Thika, Kiambu

Coursera

Diploma in Digital Marketing

Online

WORK EXPERIENCE

BrickLabsAI

Chief Marketing Officer

Nairobi, Kenya

Nov 2024 - Present

- Supervised content creation and distribution across multiple platforms, resulting in a 35% boost in post reach and generating over 1000 interactions monthly.
- Coordinated cross-functional team efforts to optimize content calendar workflows, reducing publication time by 20% and ensuring consistent brand messaging across all channels.
- Orchestrated the development of comprehensive marketing strategies, increasing audience engagement rates by 40% and driving a 25% rise in platform followers within six months.

Brand & Community Manager

Apr 2025 - Present

- Cultivated strategic relationships by attending over 10 industry events quarterly, expanding the company's network by 40%, and securing partnerships that contributed to a 25% increase in collaborative projects within 3 months.
- Led the partner onboarding process by identifying and engaging with 30 potential collaborators, resulting in a 35% boost in joint initiatives and an additional \$10,000 in projected revenue streams.
- Spearheaded investor and sponsor outreach efforts, successfully pitching to more than 20 prospects, achieving a 60% conversion rate that generated \$500,000 in new funding opportunities for growth initiatives

Lamlan Digital Solutions

Social Media Manager Intern

Nairobi, Kenya

Mar 2025 - Jun 2025

- Managed payroll operations for the social media team, ensuring timely payments to 5 team members, while participating in strategic decision-making processes that contributed to acquiring 15 new clients and expanding the company's market reach.
- Led a team of content creators to produce and curate over 200 pieces of multimedia content, boosting community interaction by 60% and enhancing brand visibility through targeted market research.
- Developed and executed comprehensive social media content strategies that increased engagement rates by 45%, resulting in a 30% growth in followers across platforms within three months.

SKILLS & EXPERTISE

Skills: • **Social Media Management:** Instagram, Facebook, TikTok, LinkedIn, Twitter (X)

- **Content Strategy & Copywriting**
- **AI-Powered Content Creation:** Adobe Express, Canva, ChatGPT, Claude.
- **Content Scheduling & Management:** Planable, Buffer, Asana
- **Email Marketing & CRM:** HubSpot, Mailchimp
- **Analytics & Performance Tracking:** Databox, Google Analytics
- **Brand Awareness & Community Engagement**
- **SEO & Digital Marketing Strategies**