



STEPHEN GATHIMA

information technology

CONTACT

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ABOUT ME

A data-driven customer experience champion with over 3 years of digital marketing experience, I specialize in social media and content strategy. Over the last two years, I have successfully led teams in creating and managing content across various platforms, currently serving as a content marketing manager for Sage in South Africa and the Middle East, where I lead strategic projects. I possess strong graphic editing skills in Canvas, Adobe Illustrator, and Adobe Photoshop, allowing me to craft visually appealing designs and functional solutions. I excel at translating ideas into user-friendly interfaces that enhance the overall experience. Additionally, I am adept in teamwork, time management, leadership, and critical thinking, and while still gaining experience, I have effectively managed numerous projects from start to finish. My strong communication skills and collaborative approach have been key to delivering projects on time and exceeding expectations.

EXPERIENCE

2023 - presents
sage

Regional Content Marketing Manager

Reporting to the Regional Marketing Director, I manage the strategy, planning, implementation, and measurement of Sage content for Africa and the Middle East. I am responsible for integrating Sage's end-to-end content and brand marketing strategy in a holistic approach, ensuring the success of all marketing programs from both a demand and brand perspective.

2022 - 2024
Creacha

Digital and Social Media Strategist

Reporting to the Managing Director, I developed integrated communication strategies and content for the WesBank Group and InspectaCar, aligning brand messaging and digital presence to support business goals and customer engagement.

Social Media Manager and Content Writer

2020 - 2022
Maxco

Digital and Social Media Strategist

I was responsible for producing high-quality and engaging content for various digital platforms, including the company website, blogs, and promotional materials. I conducted in-depth research to stay abreast of industry trends, ensuring that content was relevant and informative. I also collaborated with cross-functional teams to gather insights and create compelling narratives. In addition, I developed and implemented social media strategies to enhance brand visibility and engagement across multiple platforms, including Facebook, Twitter, Instagram, and LinkedIn.



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EDUCATION

2020 – 2023

Dedan Kimathi
School of
Technology

Bachelor in Information Technology

This program focused on developing strong technical skills in computer systems, programming, and information management. It provided in-depth knowledge of modern IT solutions, preparing me for challenges in the evolving tech industry. Through practical and theoretical coursework, I gained proficiency in software development, database management, and network administration.

2016 – 2020

Dedan Kimathi
School of
Technology

Bachelor of Communication and Critical Thinking

This degree helped me develop strong communication skills, focusing on both verbal and written forms, as well as honing my ability to think critically and analytically. I learned how to effectively convey ideas, conduct research, and analyze complex problems from various perspectives, all of which are essential in today's fast-paced digital world.

SKILLS

- | | | | |
|--------------------|-------------------|---------------------|---------------------|
| • Brandwatch | • Canvas Editing | • Social Media | • Google Analytics |
| • Content Strategy | • Adobe Photoshop | • Copywriting & SEO | • Content Marketing |
| • Content Strategy | • Adobe Photoshop | • Copywriting & SEO | • Content Marketing |

REFERENCES

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