|  |  |
| --- | --- |
| george karanja | |
| SOCIAL MEDIA MARKETING SPECIALIST | |
| CONTACTMobile: +254 - 708714000Email: georgekkaranja276@gmail.com | PROFILE   I am a motivated and dedicated professional with a proven track record of success. My work is characterized by a strong work ethic, adaptability, and a commitment to achieving goals. I excel at working collaboratively with teams and have a solid foundation in the skills and knowledge necessary for this role. I am seeking an opportunity to contribute my expertise and continue to grow in a dynamic work environment. |
| SKILLSPlatform expertiseContent creationAnalyticsCommunicationCreativityStrategic thinking | EXPERIENCESocial Media Marketing Specialist20XX-20YY Developed and executed successful social media campaigns across multiple platforms to increase brand awareness and drive traffic to the company's website. Managed and grew the company's social media accounts by creating engaging content, monitoring analytics, and implementing social media best practices. Collaborated with cross-functional teams to develop and execute integrated marketing campaigns that leveraged social media to meet business objectives. Digital Marketing Manager20XX-20YY Led the development and implementation of the company's digital marketing strategy, including social media marketing, email marketing, and paid advertising. Analyzed and reported on the performance of digital marketing campaigns, using data-driven insights to optimize and improve campaign effectiveness. Content Marketing Specialist20XX-20YY Developed and executed content marketing strategies that leveraged social media to drive traffic, engagement, and conversions. Produced high-quality, engaging content for social media, email marketing, and the company's blog. |
| EDUCATIONBellows College20XX-20YY BA in Communications East Beringer Community College20XX-20YY AA in Communications |