Name: [Your Name] Email: [Your Email] Phone: [Your Phone Number]

Objective: A skilled Digital Marketing professional with over 5 years of experience in creating and implementing effective digital marketing strategies. Possessing expertise in social media, email marketing, PPC campaigns, and content marketing, I am seeking a full-time role where I can utilize my skills to drive growth and success for a company.

Professional Experience:

Snapchat Social Media Ambassador Vistatec Limited, 2022-to date

* Provide relevant feedback about the Snapchat App
* Identify opportunities to improve the various app features targeting Kenya
* Review and upgrade creators and influencers in Kenya

Freelance Digital Marketing Manager Geb e y a I n c, 2 0 21–to d a t e

* Lead team of four overseeing all aspects of social media strategy increasing Twitter following by 50%+ Facebook by 80%+ and Instagram by 100%
* Attend relevant online events for networking and business purposes
* Develop content ideas and write and curate content

Branch Team Leader Power Governors Limited, O c t 2 0 1 8–May 2020

* Oversee all aspects of the company’s digital marketing including their contact database, website, CRM, email, and social channels.
* Maintain customer relationships
* Update social channels and run social campaigns to advertise promotions and new collections, plus seasonal campaigns.
* Direct, monitor and coordinate the sales & marketing team to best effect and maximize productivity

Territory Sales Incharge African Cotton Industries, Jan 2014–June 2016

* Increase distribution from 40% to 90% by recruiting new distributors and wholesalers. Increased revenue from a mere 300k to over 1.8m in general trade for a period of 6 months

Branch Team Leader Track and Trace Limited, Jan 2012–Dec 2013

* Open the Meru branch which covers Nanyuki, Meru, Isiolo, and Embu, and drive the client base from 3 to over ten dealers and sales revenue to 6 million Kenya Shillings per month.
* Engage with the vendor, partner sales team, and end-user to develop and execute growth programs to achieve sales targets.
* Build visibility with vendors and customers to create a competitive distribution advantage for tracking products.

Area Sales Supervisor Promasidor Kenya Limited, J a n 200 9–Dec 2011

* Manage relationships with company distributors, key accounts, wholesalers, retailers, and end-user customers.
* Successfully launched Sossi in Meru region and increased both Sossi and Onga to 80% availability by recruiting new wholesalers and retailers and ensuring Sales executives are covering their assigned territories

Qualifications:

* Diploma in Business Management: Marketing Management, Kenya Institute of Management, 2009–2012
* Facebook Blueprint, Digital Marketing, June 2020 – Feb 2021
* HubSpot Academy, Digital Marketing, Oct 2020 – May 2021

Skills:

* Strong knowledge of digital marketing tools and techniques, including social media, email marketing, PPC campaigns, and content marketing.
* Experience in managing a team and overseeing all aspects of digital marketing for a company.
* Skilled at monitoring and reporting, providing actionable insights, and optimizing digital marketing strategies

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