

Linda Njau

Backend Engineer

Nairobi

lindanjau21@gmail.com

+254 712 995954

Motivated and adaptable professional with a proven track record in diverse roles, including business development and digital marketing, now poised to transition into the dynamic tech industry. With a solid foundation in full-stack engineering and specialized expertise in backend development gained from a rigorous one-year program, I offer a unique blend of skills and experiences. Eager to leverage my technical acumen, combined with strengths in strategy, marketing, and client relationship management, to excel in the fast-paced world of technology.

Willing to relocate: Anywhere

Work Experience

Business Development Manager

Avetina Life Sciences - Nairobi

September 2021 to September 2022

- Strategized, developed, and executed marketing plans to acquire and retain clients
- Developed campaigns based on customer interactions with the company's brand fostering long-term relations.
- Created reporting around paid marketing funnels, and leveraged this to incrementally improve the conversion rate.
- Established in-house knowledge of marketing content in collaboration with other team members

Digital Marketing Associate

Smart Household Appliances - Nairobi

December 2020 to September 2021

- Tracked and reported on ad campaign performance and reformulated strategies accordingly.
- Created and monitored KPIs monthly tracking the growth of social media pages and expansion to other countries.
- Engaged and utilized Influencer marketing to increase reach of business social media pages.
- Scheduled posts across platforms ensuring peak performance and reach of posts.
- Strategized, developed, and managed paid digital marketing across Instagram, and Facebook with a monthly budget.

Monitoring and Evaluation Assistant

NAIROBI CITY COUNTY - Nairobi

July 2019 to September 2019

- Collaborated with finance and purchasing departments to ensure efficient procurement of facilities required to ensure project success.
- Recorded minutes for public health meetings towards better management of public hospitals in Nairobi county.
- Collaborated with field workers to clean and record raw data acquired from several county projects.

- Analyzed data using excel spreadsheets to determine the progress of county projects

Education

Bachelor's degree in Strategic Management

Jomo Kenyatta University of Agriculture and Technology
September 2016 to April 2021

Skills

- Python
- B2B sales
- Social media strategy
- C
- Strategic planning
- Communication skills
- Digital Marketing

Languages

- English - Fluent
- Swahili - Fluent

Certifications and Licenses

Google Skills for Digital Marketing

Present

IIDE Digital Marketing Certificate

Present

Assessments

Social media — Proficient

January 2023

Knowledge of social media techniques and analytics interpretation

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.