

FRANKLINE MACHUKA

DIGITAL MARKETING STRATEGIST

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Nairobi, Kenya

OBJECTIVE

I am a dedicated and results-driven Digital Marketing Strategist and Public Relations specialist with a passion for creating impactful digital marketing strategies and campaigns. My goal is to leverage my analytical skills, creative mindset, and strong understanding of digital marketing to contribute to a dynamic marketing team. I am eager to assist in achieving organizational goals, driving brand awareness, and optimizing customer engagement through data-driven insights and innovative marketing initiatives.

SKILLS

Graphic Design

- Canva
- Adobe Photoshop
- Adobe Illustrator
- CorelDraw

Content Creation

- Google Workspace
- Wordpress
- Meta Business Suite
- Ahrefs and Semrush
- SEO & SEM
- Facebook Ads
- Campaign Monitoring & Optimization

Others

- Time-management
- Interpersonal Communication
- Copywriting
- Email Marketing
- Data Analysis
- Teamwork

PROFESSIONAL EXPERIENCE

deepAfrica Limited

Jan 2023 - June 2023

Head of Marketing

As the Head of Marketing at deepAfrica Limited, I successfully developed and executed B2C and B2B marketing strategies, achieving a remarkable growth of 120% within my first three-month period. By developing and implementing data-driven digital marketing strategies, I significantly increased brand awareness and engagement, resulting in a 25% boost in organic reach and a 30% growth in the follower base across all platforms. My expertise in optimizing paid advertising campaigns using advanced SEO & SMO techniques and analytical tools led to a notable 15% increase in ROI. Some of my duties and responsibilities include:

- Led the Digital Marketing team in scaling campaigns to maximize ROI and achieve strategic business objectives.
- Monitored and analyzed key online marketing metrics to track success and make data-informed decisions.
- Collaborated with the sales team to create marketing campaigns that effectively drove customer acquisition and retention.
- Conducted social media audits to ensure best practices were being implemented and identified areas for improvement.
- Communicated with target audiences promptly, addressing inquiries and monitoring reviews.
- Reported on the growth and analytics of campaigns to stakeholders, providing actionable insights for future strategies.

MoSound

May 2020 - Feb 2023

Digital Communications Associate

Played a pivotal role in developing and executing data-driven digital marketing campaigns that drove impressive lead generation and resulted in a remarkable 85% increase in organic traffic to the website. By managing media relationships and securing high-profile media coverage, I significantly enhanced brand visibility and positioned the company as a market leader in the Kenyan events industry.

Further, I;

- Managed relationships with media outlets and journalists, securing high-profile media coverage and significantly enhancing brand visibility.
- Created and curated compelling content for social media platforms, resulting in a 60% increase in follower engagement and brand reach.
- Designed graphics for social media, websites, and other online platforms, enhancing brand presence and aesthetics.
- Orchestrated effective email marketing campaigns, successfully driving engagement and attendance for various events.
- Spearheaded the drafting and distribution of engaging newsletters to a diverse audience.
- Collaborated with the communications team in coordinating public affairs, media, and other external events organized by MoSound, e.g., Safaricom Blaze events.
- Analyzed and tracked the success of digital marketing campaigns, providing valuable insights and recommendations for optimization.
- Implemented SEO and SEM techniques which elevated the company's website to the top ten on the SERPs
- Collaborated with clients to create marketing strategies and distributed press releases and promotional materials.

KCB Bank Group - Kenya

Jan 2020 - April 2020

Communications Intern

- Assisted with the creation and distribution of internal and external communications materials, such as newsletters, press releases, and social media posts.
- Helped manage the bank's social media accounts and website, including drafting and scheduling content, responding to customer inquiries, and tracking analytics.
- Assisted with the planning and execution of events, such as product launches, press conferences, and community outreach initiatives.
- Supported the communications team with research projects, data analysis, and other tasks as needed.
- Assisted in program edits (KCB Foundation, Vooma, & Internet Banking).

CURRENT PROJECTS

Green Liberty Lab Project

- **Project Title:** Protecting Life's Elixir: Safe Water Secured Life
- **Team Members:**
 - Linda Wambui Kariuki, National Coordinator, SFL Kenya (Team Leader)
 - Mitchel Wanjiku, Local Coordinator, SFL Kenya (Data Analyst)
 - **Frankline Machuka, Local Coordinator, SFL Kenya (Social Media and Graphics Coordinator)**
 - Emmanuel Omengo, Volunteer, SFL Kenya (Community Engagement Coordinator)

TRAININGS

Newsletter Writing for Students For Liberty (SFL)

- **Date:** February 21, 2023
- **Trainer:** Ogochukwu Peter (ogpeter@studentsforliberty.org)
Assistant Editor, Students For Liberty - Africa

Strategic Planning & Project Management

- **Date:** June 28, 2023
- **Trainers:** 1. Marcin Branowski (martin.branowski@yahoo.com)
Head of Free Market Environmentalism (FME) at SFL
2. Adolfo Mauricio Urquiza Gonzales
Project Manager at SFL

Graphic Design for SFL - Africa

- **Date:** August 30, 2023
- **Trainer:** Andrew Munganga (amunganga@studentsforliberty.org)
Regional Coordinator, SFL

EDUCATION

Sept 2015 - Dec 2020

The University of Nairobi

BA, Double Major: Communications & Psychology

- Communications Class Representative 2018-2020
- Brand Ambassador - The UoN Brand 2019/2020

REFERENCES

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