

Mary Okumu

**Perfectionist TEFL Teacher and Google
Certified Digital Marketing Writer**



Kisumu 40107

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0798616964

- I hold a 420-Hour Advanced Diploma certification (GA Level 5) as a TEFL teacher and a Bachelor's degree in Teaching English.

- I am certified in Digital Marketing. As a digital marketer, my in-depth content writing skills serve as a powerful tool for captivating and engaging audiences.
- Through meticulous research and analysis, I craft compelling narratives that not only resonate with readers but also drive conversions and foster brand loyalty.
- With an innate ability to blend creativity and data-driven insights, I create content that not only educates and entertains but also inspires action.
- I position brands for long-term success in the ever-evolving digital landscape.
- I am highly proactive and self-driven enough to do the work assigned to me within set deadlines.
- I take correction positively and always seek to learn; as the digital world is constantly changing.
- I believe that in order to go places, people and nurtured relationships come first.

Work Experience

Teacher

TEACHERS SERVICE COMMISSION - Kisumu

January 2017 to Present

- A dedicated educator whose teaching led to outstanding results in the KCSE exams. In 2019, the mean grade of the examination class was above average.
- I was a concerned class teacher whose cordial relationship with parents and students brought about better relations among stakeholders and the community in education.

- I am a self-driven producer and director of drama and music festival items that reach national levels in competitions.
- Class Principal of 2021, whose counsel birthed discipline and overall self-drive in students who had otherwise thought themselves incapable of excelling in their studies.

AI Marketing Analyst

H3 Solutions GmbH – Germany

October 2020 to June 2023

- I am an ardent content writer who reviewed LinkedIn profiles and created personalized content that placed the company in a position to be contacted by these clients more often.
- I also created articles for AI bees and clients.
- I prioritized addressing customers' pain points by deeply understanding their needs, challenges, and aspirations; these articles empowered and resonated with the target audience, establishing trust and credibility and ultimately driving customer engagement and satisfaction.
- I topped the charts each time quality and quantity output got evaluated.
- I had cordial relationships with the immediate and the wider supervisory circle.

Education

420-Hour Advanced Diploma in Teaching English as a Second Language

i-to-i Teach English Abroad and Online - West Yorkshire

November 2021 to July 2022

Bachelors in Education and Arts in English Literature

Skills

Writing
SEO Writing
Content Writing
Creative Writing
Copywriting
Ghostwriting
Blogging
Teaching
Organizational Skills
SEO
Classroom Management
Time Management
Tutoring
WordPress
Public Relations
Digital Marketing
Email Marketing
Content Creation
Branding
Content Marketing
Social Media Marketing
Problem-solving
Typing
Communications
English Expert
Negotiation
Content Management
Google Analytics
Social Media Management
Proofreading

Links

- <https://medium.com/@odhiambopok/15-corporate-learning-and-development-trends-to-expect-in-2023-e56aed658516>
- <https://medium.com/@odhiambopok/eight-tips-to-improve-english-business-skills-in-the-workplace-feb5b1476414>

Certifications / Licenses

- **TSC/REC/2 Teachers Service Commission**
- **GA Level 5 Diploma in Teaching English as a Second Language (TEFL) (i-to-i)**
- **UNESCO MGIEP Digital Teacher Certification**
- **Digital Garage Certification (Content Writing)**

Publications

Finding the Sweet Spot: Balancing Email Frequency and Engagement in Email Marketing

- <https://wordpress.com/post/odhiambopok.wordpress.com/151>

June 2023

This article helps readers to discover the art of finding the perfect balance between email frequency and customer engagement in email marketing. You get to learn effective strategies to maximize your email campaign's impact while keeping your subscribers actively involved and eagerly awaiting your next message.