

# Dominic Mugala

Supervisor, Digital Marketing Accounts

## CONTACT ME

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Nairobi, Kenya

## EDUCATION

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**Bachelor of Commerce, Finance**  
Murang'a University of Technology,  
2017.

**Certification in Monitoring and  
Evaluation,**  
Kenya Institute of Management,  
ongoing

**Advanced Diploma in Data  
Analytics,**  
CareerFoundry, 2023

**Advanced Diploma in Digital  
Sales and Marketing**  
Alison, 2022

**Advanced Diploma in Retail  
Management, Merchandising,  
Sales and Customer Service,**  
Alison, 2019

## SKILLS

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Critical Thinking and Analysis  
Creative and Analytical thinking  
Digital Marketing Lead & Execution  
(PPV, PPC, PPM)

## PROFESSIONAL PROFILE

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Dynamic Digital Marketer with vast and robust experience in driving brand awareness, engagement, and traffic through strategic SEO, Content marketing, and social media initiatives. Proven track record in developing and executing marketing campaigns that significantly increase online presence and sales.

## WORK EXPERIENCE

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### Supervisor Digital Marketing Accounts

*DEVACHI TECHNOLOGIES LTD | Nairobi | 2022 March - present*

#### **Roles and Responsibilities:**

- Managing Social Media content campaigns for 5 different brands (Lifestyle, Finance, Retail and Real Estate).
- Implementation of client relationship and retention strategies.
- Launching new landing pages for the brands under management after every 8 weeks to achieve an average of 80% conversion rate.
- Create effective email marketing campaigns that have an excellent open and click through rates (over 30% open and over 4% click rate).
- Generate content ideas and communicate them to designers and copywriters for actioning.
- Edit and proofread all content to be posted on social media platforms and on website to ensure they meet the required professional and legal requirements.
- Participate in creative brainstorming sessions.

#### **Achievements:**

- Helped my team achieve a 45% increase in productivity rates by coming up with easy-to-implement time management systems.
- Increased client retention by 30% by the end of Q2.
- Increased revenue generation by 12% across accounts I manage.

### Digital Marketing Coordinator

*Tiara Tech Solutions LTD | NGO'NG | 2020 March – 2022 Feb*

#### **Roles and Responsibilities**

- Managed Social media accounts, growing followers by 40% over two

Effective Communication  
Complex Problem-Solving  
Project Management  
Emotional intelligence and Self-management.  
Leadership and Social Influence

## AWARDS

### Best Overall Presentation ASENTI

November 2022.

African Summit of Entrepreneurship  
and Innovation

- years.
- Designed and coordinated digital marketing campaigns that resulted in a 15% increase in customer engagement by close of year 2021.
- Created and designed an SEO strategy that improved websites ranking by 30% on average.
- Managed cross-channel marketing campaigns that boosted brand awareness by 25% by the end of year 2021.
- Creating, speculating the marketing budget by optimizing expenses and increasing ROI by 12.5%.
- Assisted in the sourcing and implementation of a new CRM system that improved customer data management and communication.

#### **Achievements:**

- Led a marketing campaign that boosted brand awareness by 9%, contributing significantly to the company's overall growth.
- Successfully trained and led a team of 5 marketing professionals which led to fostering a collaborative environment that encouraged innovation.
- Increased lead generation to the company by 35% by close of year 2021.

### Digital Marketing Analyst

*Envic Research and Consulting | Nairobi | June 2021 – November 2021*

#### **Roles and Responsibilities:**

- Conducted an in-depth dive in their digital marketing strategies and collected viable data to help create a working approach.
- Developed an SEO-Centered content strategy that improved the companies web rankings.
- Designed and managed 25+ digital campaigns (development, control, post-campaign evaluation) with 88% success rate.
- Provided client facing reporting and recommendation that led to a 30% increase in revenue.

#### **Achievements:**

- Increased website traffic by 65% by the end of 6 months.
- Increased ROI by 12.5% by the end of 6 months.
- Introduced a new data analysis, interpretation and presentation to the team, that helped save reporting and reaction time by 25%

### Marketing Coordinator

*Netlit Digital Web Solution | Nairobi | Jan 2018 – 2020 Jan*

#### **Roles and Responsibilities:**

- Coordinated marketing campaigns across digital and traditional media, increasing brand awareness by 25%.
- Managed social media accounts, growing followers by 10,000+ across different social platforms within 12 months.
- Assisted in the development and implementation of email marketing campaigns achieving an open rate of 20% above industry average.
- Supported the marketing team in event planning and execution, leading to a 30% increase in event attendance.

#### **Achievements:**

- Implemented a targeted SEO campaign that boosted online leads by 18.5%
- Spearheaded an influencer marketing campaign that contributed to a 25% growth in e-commerce sales.

### **Operations and Administration Assistant**

*PADOH-JOY | NAIROBI | March 2017 – January 2018*

Setting, reviewing, and monitoring budgets, overseeing inventory, distribution, and fleet management, and conducting daily, weekly, and monthly accounting.

#### ***Achievements:***

- Designed a strategy that improved customer turnout in 2017 by 10%.
- Improved inventory system management, that saw cost of operation reduce by an average of 4.2% by the end of second quarter 2018.
- Oversee the day-to-day operations of all the companies' departments.
- Monitor, evaluate and Report on the sales, operations, and market trends of the company's brand.
- Prepare and present reports on performance on different departmental projects.