

Ruth KIMELI

Digital Marketer and Brand Manager

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PROFILE

Digital Marketing and Brand Manager with hands-on experience in social media management, content creation, and voice-overing. Adept at managing multiple social media platforms (Facebook, Instagram, TikTok, WhatsApp) and using tools such as Meta Business Suite and TikTok Analytics to optimise content performance. Experienced in lead generation, community management, storytelling, and video editing, with a strong focus on achieving measurable results and delivering successful marketing campaigns.

CORE SKILLS & PROFICIENCIES

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| <ul style="list-style-type: none">• Storytelling, Brand Management, SEO and Content Strategy• Digital Advertising: Facebook, TikTok, Instagram and Google Ads | <ul style="list-style-type: none">• Content Creation: Instagram Reels, TikTok videos, Voice-over, Video Editing (CapCut, Adobe Premiere Pro, Da Vinci Resolve), and Canva Design• Stakeholder Management: Community Engagement and | <ul style="list-style-type: none">• User Generated Content Marketing• Analytics & Performance Tracking: Meta Business Suite, TikTok Analytics, Market Research and Competitor Analysis |
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PROFESSIONAL EXPERIENCES

CELSIR Africa, Eldoret, Kenya

Nov 2024 – Feb 2025

Social Media Manager

- Increased CELSIR's social media engagement and awareness by implementing a structured content strategy and storytelling techniques, leading to higher visibility for legal aid, paralegal training for inmates, and rehabilitation programs
- Boosted social media growth across Instagram, X, and LinkedIn by creating visually appealing and relatable content, strengthening CELSIR's digital presence as a thought leader in legal aid and inmate rehabilitation
- Produced high-impact videos and short-form content to highlight success stories, advocacy efforts, and awareness campaigns, driving increased audience engagement
- Developed and executed a compelling content strategy that ensured consistent and meaningful engagement, aligning with CELSIR's mission and ongoing initiatives
- Launched employee and beneficiary spotlight features, fostering a deeper connection with CELSIR's community and enhancing brand credibility
- Facilitated prison visits, serving as a liaison between inmates and CELSIR to support rehabilitation and reintegration efforts
- Led community engagement efforts, actively responding to messages and comments, driving conversations on legal rights and rehabilitation, and collaborating with stakeholders to amplify CELSIR's impact

Osona Yarns, Nairobi

Jan 2024 – May 2024

Digital Marketer

- Created and executed compelling content across Facebook, Instagram, WhatsApp, and TikTok, boosting engagement within two months through Reels, short-form videos, and targeted campaigns, resulting in higher lead generation and improved brand visibility.
- Strengthened community engagement efforts by actively responding to comments/messages, encouraging user-generated content, and building lasting relationships with customers
- Leveraged social media analytics to optimize content strategy, improving post performance and driving higher reach and conversions
- Managed multiple content streams efficiently, ensuring timely and consistent delivery of high-quality social media content in a fast-paced environment

Calvary Chapel Eldoret, Kenya

Oct 2021 – Dec 2023

TikTok Content Creator

- Increased TikTok and Instagram Reels followers and engagement by creating and executing a strategic content plan, expanding the church's digital reach
- Produced engaging and visually compelling short-form videos that effectively communicated the church's message, values, and events, leading to higher shares and interactions
- Boosted content visibility and reach by leveraging trending audio, storytelling techniques, and platform-specific best practices, making church content more discoverable
- Strengthened the church's digital influence by consistently curating relevant and impactful content, enhancing online outreach and engagement

EDUCATION

- **Diploma In Journalism and Digital Media**, KCA University Nov 2023

VOLUNTEERING ENGAGEMENTS

- **Social Media Manager/Content Creator**, KCA University CU
- **Assistant Social Media Manager**, New Routes Foundation

LANGUAGES

- English—Native/Bilingual
- Swahili—Native/Bilingual
- *Kalenjin*—Native/Bilingual

REFERENCES

Available on request.