



PROFILE INFO

A highly-skilled and creative Digital Marketing Expert with 2+ years of experience in developing and executing digital marketing campaigns, SEO optimization, and social media management.

Possesses excellent digital marketing strategy and campaign creation, content writing, and analytics skills. Proven track record of increasing website traffic and sales conversion rates.

EDMUND MWANJELLE

COMM & DIGITAL MARKETING EXPERT



PHONE
+254 727 169 210



EMAIL
edmundofficial@gmail.com



ADDRESS
Meru, Kenya.

MY SKILLS

- Digital marketing tactics
- SEO, SEM, & content marketing
- Professional Email design
- Google & Web Analytics tools
- Social media expert
- Web development
- Communication skills
- Creative problem-solving skills

LANGUAGE SKILLS

English	95%
Kiswahili	99%

REFERENCE

CATHERINE NKANACI
MERU PARAMOUNT HOTEL - MARKETER
254 722 991 642

PETER MUTHENGI
EMERALD LOUNGE - MANAGER
254 720 419 479

WORK EXPERIENCE

FEB 2022
DEC 2022

DIGITAL MARKETING EXPERT

EMERALD LOUNGE AND CHOMA ZONE

- * Designing mail templates for lounge
- * Creating and Pushing e-posters
- * Developing Marketing Reports
- * Working closely with the Manager
- * Coming up with marketing strategies

MAR 2021
JAN 2022

DIGITAL MARKETING EXPERT

PARAMOUNT & WESTWIND HOTELS

- * Designing mail templates for hotels
- * Sending and monitoring emails
- * Creating and Pushing e-posters
- * Developing Marketing Reports
- * Working closely with Marketing Manager
- * Coming up with marketing strategies

MY EDUCATION

JAN 2020

DIGITAL MARKETING
AJIRA DIGITAL

AUG 2015

DIP IN MULTIMEDIA DEVELOPMENT
ALISON.COM

CURRICULUM VITAE

PERSONAL INFORMATION:

NAME	:	Edmund Mwanjelle
GENDER	:	Male
DATE OF BIRTH	:	09-02-1989
RELIGION	:	Christian
NATIONALITY	:	Kenyan
ID NUMBER	:	27336556
ADDRESS	:	Mlondo Primary School P.O Box 39- 80308 Sagalla – Voi
CELL PHONE	:	+254 727 169210 or +254 798 064 149
EMAIL	:	edmundofficial@gmail.com

PROFILE:

I am authoritative, multi-talented, and self-motivated person. I am also charismatic and God fearing.

EDUCATION:

1. Diploma in Mastering Business Skills – Trace Academia – December 2022
2. Understanding Research Methods and Approaches – (www.alison.com) – August 2021
3. Financial Sales – Generation Kenya - July 2019 – August 2019
4. Diploma in Project Management at (www.alison.com) - 2015 to 2016
5. Diploma in Multimedia Development at (www.alison.com) - 2014 - 2015
6. Diploma in Journalism and Mass Communication - Intraglobal Training Institute, Nairobi, Kenya - 2008-2009
7. Mwambiti Secondary School, Sagalla, Taita Taveta County. (KCSE-KNEC) - 2004-2007
8. Mlondo Primary School, Sagalla, Taita Taveta County. (KCPE-KNEC) - 1995-2003

SHORT COURSES:

1. Emergency planning – July 2019
Humanitarian Leadership Academy
www.kayaconnect.org
2. Introduction to Child Protection - February 2019
Humanitarian Leadership Academy
www.kayaconnect.org
3. Information Security – February 2019
Humanitarian Leadership Academy
www.kayaconnect.org

EXPERIENCE:

GGV FM (Vispat Communication Network) – March 10th to date:

- ☐ **Head of Radio**
 - Maintaining and overseeing daily programming
 - Managing day-day operations
 - Actively participating in defining short and long team goals
 - Providing support for senior station management

GGV FM (Vispat Communication Network) – November 29th 2019 to date.

- ☐ **Head of News Department**
 - Assign reporters tasks
 - Edit News before broadcast
 - Read prime time news

Pioneer Insurance Company Ltd - September 2nd 2019 to date

- ☐ **Sales Advisor**
 - Sale different insurance products to qualified prospects

Sifa FM Stations Limited, Voi, Kenya - January 2010 to date

- ☐ **Presenter/Producer**
 - News editor and Senior Reporter
 - Prepare and anchor prime time news, 7.00pm and 9.00pm
 - Head of sports department
 - Host late-night adult show (9.00pm – 12.00am) Monday to Saturday
 - Produce pre-recorded programs
 - Teach students who are in Industrial Attachments basic reporting and news writing skills

African Media and Film Development, AMFID, Voi, Kenya – December 2014 to September 2015

- ☐ **Media Director**
 - Team Leader

- Shoot and produce videos
- Packaging and storage of videos

Miss Tourism Kenya Taita Taveta, Kenya- July 2013 to January 2014

☐ **Voi Coordinator**

- Coordinate all events in Voi
- Distribute posters and fliers
- Frequently contact participants and give them updates from Nairobi office

OTHER SKILLS:

- ☐ Computer programming: HTML and CSS, Python, Java, Currently learning Java Script and jQuery.
- ☐ Computer Maintenance (both hardware and software), Networking, Web Designing and Graphics
- ☐ Video & Audio Production
- ☐ Photography
- ☐ Trained on Human Rights and Conflict reporting by Media Council of Kenya
- ☐ Trained on sensitive reporting by Media Focus on Africa.
- ☐ Trained on Women and Child reporting by Media Diversity
- ☐ Trained on Social Media Reporting by Internews Kenya
- ☐ Trained as a Social Media Activist by Human Rights Agenda
- ☐ Trained as a Paralegal by Kituo Cha Sheria

INTERESTS AND HOBBIES:

I live right by socializing, reading magazines and newspaper, adventure, videography and photography. Since I was young, I developed an interest in technology. I like playing Volleyball, walking race and table tennis

REFEREES

- 1) Edgar Kalimbo
Station Manager
Sifa 107.7FM
Cell phone No. 0725 890 743
- 2) Fred Mramba
Instructor
Generation Kenya – Voi
Cell phone No. 0788 99444
- 3) Bishop Patrick Kariuki
Chairman

Vispat Communication Network
Cell Phone No. 0722 882 382