

SIGEY NEDDY JEPKOECH | DIGITAL MARKETER

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PROFESSIONAL SUMMARY

- **3+ years of experience** in digital marketing and project management, optimising strategies to boost **brand visibility** and **customer engagement**.
 - Delivered data-driven campaigns, improving **campaign effectiveness** and **ROI** by identifying market trends and customer preferences.
 - Managed **marketing analytics tools** and dashboards, enhancing data-driven decision-making and performance metrics.
 - Led cross-functional teams to deliver projects **15% under budget** and **2 weeks ahead of schedule**.
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SKILLS

- **Digital Marketing:** SEO, SEM, Social Media Marketing, Content Creation, Email Marketing, PPC Advertising
 - **Analytics Tools:** Google Analytics, Facebook Ads Manager, Google Ads, HubSpot
 - **Project Management:** Project Planning, Risk Management, Stakeholder Communication, Agile Methodologies, Jira,
 - **Technical Skills:** WordPress, HTML, CSS, Database, Microsoft Project, Trello, Asana
 - **Data Analysis:** Data-Driven Decision Making, Market Research, Competitor Analysis, KPI Tracking
 - **Soft Skills:** Team Collaboration, Leadership, Problem-Solving, Time Management, Communication
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EXPERIENCE

02/2025 – 04/2025 | Project Management Intern

Excelerate – Remote

- Assist in planning, executing, and closing projects, ensuring alignment with organizational goals and timelines.
- Collaborate with cross-functional teams to track project progress, identify risks, and implement mitigation strategies.
- Utilize project management tools (e.g., Trello, Asana, or Microsoft Project) to streamline workflows and improve team productivity.

- Prepare detailed project reports, including status updates, resource allocation, and performance metrics.
- Support senior project managers in stakeholder communication and meeting coordination.

08/2024 – 12/2024 | Business Development Specialist Intern– Grant Thornton (Remote)

- Identified and capitalised on strategic business opportunities, driving a 20% increase in revenue within a month.
- Cultivated and maintained strong client relationships, securing contracts valued over \$500,000.
- Conducted market research and competitor analysis to refine go-to-market strategies, enhancing client acquisition efforts.
- Developed proposals and presentations tailored to client needs, leading to successful partnerships and long-term collaborations.

08/2024 – 12/2024 | Customer Acquisition and Retention Expert Intern– Papagora (Remote)

- Designed and executed data-driven strategies, increasing customer retention by 30% and improving satisfaction rates by 25%.
- Optimized customer onboarding processes, reducing churn rates by 15% and streamlining workflows.
- Conducted market segmentation analysis to target high-value customer segments, enhancing campaign ROI.
- Collaborated with internal teams to refine product offerings based on customer feedback and analytics.

06/2024 – 11/2024 | Lead Trainer - Digital Marketing – Women In Digital Business (Widb), ILO & Microsoft (Remote)

- Designed and delivered over 20 comprehensive digital marketing training programs for more than 300 women entrepreneurs, focusing on digital business transformation and online marketing strategies.
- Developed and structured a curriculum covering key digital marketing topics such as social media marketing, SEO, SEM, content creation, and email marketing, resulting in a 95% satisfaction rate among trainees.
- Conducted over 50 hands-on workshops and interactive sessions to enhance practical skills in using digital marketing tools, including Facebook Ads Manager and Google Analytics.

01/2024 - 05/2024 | Digital Marketer - Website Design and SEO Manager – News As It Happens (Remote)

- Launched the "News As It Happens" social media campaign with the lead Director, spearheading team recruitment and driving a 150% increase in social media-driven revenue within 9 months, significantly contributing to company earnings.
- Oversaw the redesign of the company's social media presence and website, leading to a promotion in just 15 months due to outstanding performance and impact.
- Analyzed data from 15,000 monthly active social media followers, leveraging insights to shape marketing and content strategies; doubled average engagement time on social platforms and reduced follower drop-off rate by 30%.

08/2023 – 02/2024 | SEO Specialist – Supreme Digital Marketing (Remote)

- Led strategic shift from mobile app to website SEO optimization, driving increased organic traffic and enhancing user experience, while mentoring a team of 2 to execute initiatives effectively.
 - Conducted thorough keyword research, yielding a 20% surge in organic traffic and substantial enhancements in search engine rankings, driving increased visibility and engagement.
 - Conducted in-depth analysis of on-page optimization strategies, enriching website content for target keywords and ensuring optimal HTML tag usage, resulting in a 20% increase in search engine visibility.
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EDUCATION

02/2025 - Current | Power Learn Project- Software Engineering

2024 - Digital Marketing | Udemy

01/2014 – 11/2017 | Jomo Kenyatta University of Agriculture and Technology-

Bachelor of Purchasing and Supplies Management

CERTIFICATIONS

- **06/2024 | Microsoft/ILO (Women in Digital Business) – Digital Marketer & Lead Trainer**
- **02/2025 | Project Management**
- **06/2024 | Tadita Group Institute – One-week Digital Marketing Workshop**
- **August 2023 | HIDE DIGITAL MARKETING – Digital Marketing Fundamentals**
- **December 2022 | ALX – Virtual Assistant**