

BRIAN OCHIENG

Media Buyer

Contact

Address

Nairobi.Kenya 40100

Phone

+254707846262

E-mail

bomondi321@gmail.com

Skills

Facebook media buying

Excellent

Google paid ads

Good

Tiktok media buying

Very Good

Project Management

Excellent

Team coordination

Very Good

Learning

Good

B2B sales

Excellent

Marketing and advertising

Good

Psychology learning

Basic

Verbal and written communication

Excellent

I am a Media Buyer with dynamic relationship building and organizational skills. I am a highly trained professional passionate about planning and supervising diverse media campaigns. I have a clear understanding of paid media services , processes, and contracts I am well equipped with latest trends in social media platforms. I am a detailed oriented team player with strong organizational skills .I have the ability to handle multiple projects simultaneously with a high degree of accuracy .

Work history

2024-10 2023-09	Media Buyer - <i>Disruptive Advertising,United States</i> <ul style="list-style-type: none">• I strategically allocated a monthly advertising budget of \$50,000+ ensuring cost efficiency and exceeding campaign KPIs.• I managed and optimized ad campaigns in meta ,Google and Tiktok achieving a 20%increase in ROI within 2 months.• I collaborated with the creative teams to develop high=performing ad creatives that contributed to a 17% increase in brand recall.• I designed and tested copy that improved ad relevance score by 23%leading to reduced CPC by \$0.50 on average.• I increased ad engagement rates by 40%by implementing advanced audience segmentation and retargeting strategies.• i delivered successful campaigns for multinational clients. ,increasing their online sales by 35% year over year'• i generated over 12,000 qualified leads through targeted ad placements , reducing cost per lead by 30%.• I contacted A;B testing for ad creatives ,landing pages , and CTAs resulting in a 24% improvement in click-through rates [CTR]
2023-01 2023-09	Assistant Media buyer - <i>Dravyafolio-Mumbai</i> <ul style="list-style-type: none">• I developed tight professional relationships with media planners, which helped identify right target audience for campaigns increasing ROAS with 2.4X• I determined cost for media campaigns and delivered them in reports to clients• I negotiated and purchased advertising space in trade magazines and journals on behalf several clients this reduced the amount spent by 12%• I juggled multiple projects and several clients at same time successfully and always met the deadlines this enabled my creativity score by 20%• I collaborated with upper management , clients and other personnel regarding media plans and campaigns this enhanced team collaboration and execution.
2022-09- 2023-07	Digital Marketing Specialist- <i>Evolving Digitally,Nairobi</i> <ul style="list-style-type: none">• I Created and developed social media content. engaged with target audience and boosted reach with 29.8% with strategic ad placements.• I increased brand awareness with ambassador partnership and targeted email campaigns that increased brand outreach in 72% for the first 3 months .• I implemented marketing automation tools like { klaviyo and google analytics} to automate various repetitive tasks that maximized efficiency by 56%• I managed the team create digital projects from initial concept through to final implementation with co-ordinated monitoring• I optimized E-commerce campaigns through A/B testing increasing online sales from 1296 products a month 6932 products increasing sales by 5.3%.m• I created and optimized Pay per click campaigns to drive targeted traffic to company website .

Self Development

Excellent

Education

2022-09 **Bachelor of Science in Political science with psychology**
2025-09 Zetech University-Nairobi Kenya

2018-02 **High School Diploma**
2022-03 Ramba Senior Schooll-Siaya ,Kenya

Accomplishments

- Resolved product issue through consumer testing
- Used Microsoft Excel to develop Inventory tracking spreadsheets
- Collaborated with a team of four in thr development of strategic conversions

Certifications

2023-07 Facebook Media Buying- Meta
2023-01 HermonX media -4media

Skills

- Self Development
- Event planning
- Research
- Cooking