

JULLIETA NTHOKI

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LinkedIn Profile

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SUMMARY

Passionate Marketing guru with extensive digital marketing, Social media communication, and brand account experience. My strengths include Social Media Marketing and advertising including organic and paid media, search marketing (PPC and SEO) digital media campaign planning and development, community management, content creation and management, content delivery via social platforms, email campaigns, and web support.

SKILLS

- Search marketing (PPC and SEO)
- Content creation and management
- Community management
- Media Buy
- Ad targeting and Optimization
- Leads campaign development and management
- Research and market analysis
- Google Analytics and reporting
- Google Adwords
- CRM tools
- Email marketing
- Basic programming languages knowledge for web support. (HTML & CSS)

COMPETENCIES

- Management and Leadership skills.
- Excellent interpersonal skills demonstrated in communicating with colleagues, clients, and online audiences.
- Development and Operational Effectiveness
- Impeccable work ethic and flexibility to up-skill as per changing market trends.
- Digital skills competence and ability to learn fast.
- Interpersonal and communication skills
- Analytical and Problem solving
- Ability to work without direct supervision and also collaborate with team members

EMPLOYMENT RECORD:

SOCIAL MEDIA CONTENT AND COMMUNITY CONSULTANT (Remote)

ATUNWA DIGITAL

March - December 2021

SUMMARY: - Content creation, Community, and brand account management.

- Created, launched, and managed the company's social media pages
- Worked with management to market and execute webinars with content creators and media companies.

COMMUNITY AND SOCIAL MEDIA LEAD

THE ARTS GROUP KENYA

May 2019 –December 2020

SUMMARY: - Digital Strategic development, Community and brand management, Google Advertising, Content creation for website and social platforms additionally to the business development of the digital department.

ACHIEVEMENTS

- Created and spearheaded the implementation and execution of the Agency's and clients Digital Marketing strategies that aligned with marketing strategies to achieve overall business objectives
- Customized and championed the revamped The Arts Group Communication strategy during the Corona Virus pandemic.
- Responsible for over 35% increase in website traffic and 2.8% conversion rate in clients ROI.
- Part of the team that championed the company's website revamp spearheading content management and website SEO and SEM objectives
- Managed social media look and feel of the company and that of its clients
- Coordinated with Marketing, PR, and Communications teams to ensure brand consistency via one brand voice
- Reported on all social media analytics, delivering standard analysis on daily posts, campaigns & social listening sphere
- Maintained relationships with customers, potential customers, industry professionals, and journalists
- Organized and participated in events to build community and boost brand awareness
- Spearheaded live coverage of the company's events and training on SocialMedia (Facebook and Youtube)

DIGITAL CONTENT ASSISTANT

TAX JUSTICE NETWORK AFRICA (TJNA)

September 2018 –February 2019

SUMMARY: - Digital marketing and communications, Corporate PR, Media Relations, Internal & External Communications, Community relations/CSR, Events Planning, Coordination, and Management

ACHIEVEMENTS

- Created and spearheaded the implementation and execution of the NGOs Digital Media strategy.
- Managed company website and social media channels, including Facebook, YouTube, and Twitter

- Coordinated social media management with large projects, donor events, and community management
- Customized and championed the Digital strategy for the Uganda market.
- Part of the team that championed the company's website revamp.
- Optimizes content following search engine optimization (SEO)
- Revamped the NGOs newsletter and social media look and feel additionally to writing and distributing e-newsletters to subscribers
- Analyzed and reported on audience information and demographics, and success of existing social media projects
- Spearheaded live coverage of the company's events and training on Social Media (Facebook and Youtube)

**DIGITAL ACCOUNT MANAGER (MULTICHOICE KENYA)
DIGITAL BRANDING AGENCY)**

July 2016 – August 2018

ACHIEVEMENTS

- Created client's social media strategies that collaborated with marketing, PR, and advertising campaigns, researching top influencers, competitors, and trends in clients' industries.
- Successfully liaised with clients and social care agents while collaborating with different workgroups and departments that improved customer support programs and enhanced customer satisfaction.
- Successfully coordinated social media messaging with advertising departments, brand managers, with quarterly or seasonal company goals
- Audited and analyzed social media presences, including digital advertising costs and returns.
- Effectively worked with other departments to develop social media timelines coinciding with new product releases, ad campaigns, or other brand messages
- Collaborated with the web development and creative design teams to produce content in the forms of blogs, articles, videos, imagery, and web copy that meet the aims and objectives of the client.
- Identified and reported on community trends to internal teams and advised on potential opportunities or risks.
- Tracked KPIs related to Social CRM goals.

SOCIAL CARE AGENT (MULTICHOICE Kenya)

Aug 2015- July 2016

ACHIEVEMENTS

- Awarded for achieving outstanding social care agent and promoted to Digital Account manager
- Voted and awarded the most creative and outstanding team member.
- Responded to a high volume of customer posts on Facebook and Twitter by pre-established company guidelines and procedures. (DSTV and GOTV Kenya)
- Updated all the social media forums (as per the strategy).
- Monitor all conversations related to specific keywords identified.
- Manage the reputation of the brand online.
- Monitoring client satisfaction via digital channels is all part of my daily duties.
- Provide daily, weekly and monthly report

EDUCATION**Bachelor of Science International Business Administration – Marketing Concentration**

United States International University (USIU) Kenya September 2018 – current

Professional Course in Digital Marketing

Africa Digital Media Institute (ADMI) - 2018

Fundamentals of Digital Marketing

Digital Skills for Africa by Google- 2021

Web programming languages

Afro Fem Coders – 2021

Diploma in Tours and Travel

Graffins College (Nairobi, Kenya) January 2012 – September 2012

Certificate in computer reservations system (Amadeus)

Graffins College (Nairobi, Kenya)

June 2012 – September 2012

REFEREES

Eric Mwanzia

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