

LOICE OTUNDO

+254 724 867 170

lotundo02@gmail.com

Experienced Digital Marketer with over a year of experience in Digital Marketing. Focused and experienced in overseeing Social Media Marketing for growing organizations. Accomplished in improving lead prospecting, customer acquisition and brand awareness. Offers top skills in marketing campaign planning and project management.

EXPERTISE

- Content Development
- Branding Strategies
- Creative Design
- Client Engagement
- Graphic Design
- Email Marketing

WORK EXPERIENCE

BUSINESS & UX/UI DESIGN INTERN

Feb 2023 - July 2023

Webtribe Limited, Nairobi

- Developed and curated marketing campaigns and strategies for the organization.
- Assisted in marketing and advertising promotional activities.
- Contributed to the creation of mock-ups, email campaigns, and social media content.
- Supported the marketing team in daily administrative tasks.

FREELANCE SOCIAL MEDIA MANAGER

Jan 2023 - May 2023

927 Classic Ventures Limited, Nairobi

- Planned and executed digital marketing campaigns across various channels.
- Created and optimized content for the digital marketing channels.
- Created, managed, and optimized paid advertising campaigns on platforms.
- Kept up-to-date with the latest trends, technologies, and best practices in digital marketing.

FREELANCE SOCIAL MEDIA CORDINATOR

Sept 2021 - Jan 2023

Pamba Premier Insurance Agency, Nairobi

- Developed and curated engaging content for social media platforms
- Maintained a unified brand voice across the different social media channels
- Moderated the social media platforms to encourage conversations and respond to visitor inquiries
- Developed a social media strategy that is process-driven, consistent and measurable.

SOCIAL MEDIA MARKETING INTERN

Feb 2021 - Aug 2021

Aldrich Property Consultants, Nairobi

- Interacted professionally and effectively through verbal and written communication.
- Participated in maintaining media database working to increase transparency and optimize operational efficiencies.
- Created strategies to help communicate content through social media networks and tools.
- Reviewed social media analytics, then developed and implemented improvements to increase effectiveness.

ICT - DIGITAL INTERN

Jan 2020 - Mar 2020

Royal Media Services Limited

- Demonstrated keen attention to detail and passion for good work.
- Executed digital media strategies across online advertising, social media, and video.
- Designed and produced motion graphic content and videos for marketing internal web properties.
- Developed design briefs by gathering information and data to clarify design issues.

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EDUCATION

United States International University - Africa, Nairobi

Aug 2016 - Sep 2020

Bachelor of Science, Information Systems and Technology

GPA : 3.2

- Dean's List Fall Semester, 2017
- Member of the Kenya Red Cross Society, USIU Chapter
- Member of the Youth Alliance for Leadership & Development in Africa (YALDA), USIU Chapter

STUDENT PROGRAMS

Head of Communications

2019

USIU Africa Graduation Dinner Committee

Communications Assistant

2018

USIU Africa Mr. & Miss Committee

Photography and Research

2018

USIU Africa Yearbook Committee

ACHIEVEMENTS & CERTIFICATIONS

Digital Freelancing

Jan 2023

African Center for Women, Information and Communications Technology

Fundamentals of Digital Marketing

Jun 2022

Google Digital Garage

Certified Network Security Specialist

Apr 2022

International Cybersecurity Institute

Introduction to Cybersecurity

Dec 2019

Cisco Networking Academy

IT Essentials Training

Dec 2017

Cisco Networking Academy

REFERENCES

Grace Gathu

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