

# MUTHUI DENIS

Interactive Media Specialist | Marketing Management Specialist | Graphic, UI/UX, Web Developer

(613) 668-4695 | [denismuthui@outlook.com](mailto:denismuthui@outlook.com)

[About Me](#) | [Denis Muthui](#) | [Denis Muthui](#) | [LinkedIn](#)

## SUMMARY

---

I am more than qualified for the Job position, adaptable, and ready to learn. I have more than 5 years of experience working with multiple clients using Adobe and Microsoft software. I am an Interactive Media and Marketing Specialist from Nairobi, Kenya. With a decade of marketing, communication, and design experience. A jack of all trades, so to speak. I have recently completed two Canadian postgraduate certificates in both Interactive Media Management and Marketing Management programs. I am bilingual. I speak 5 languages. I'm fluent in English. B2 conversational and working knowledge in French and basic Mandarin. Other languages include Swahili and Kikuyu (hometown language).

## TECHNICAL SKILLS

---

Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere, Audition), Figma, and Canva. I am skilled in HTML, CSS, and JavaScript with experience in responsive web design and CMS platforms like WordPress. Knowledge of social media management, CRM, and email marketing tools like Hootsuite, Mailchimp, and basic SEO, Google Ads, etc. Comfortable with project tools like Notion, Trello, and Microsoft Office. Special interests in 3D product modelling, working knowledge of Maya and Cinema 4D, and 2D illustration.

## PROFESSIONAL EXPERIENCE

---

XMC Experiential Marketing

Ottawa, Ontario

**Brand Ambassador**

September 2024 – Present

- Represent leading brands through engaging activation connected with consumers to build awareness and loyalty, while enthusiastically delivering key messages and creating memorable experiences showcasing creativity and interpersonal skills.
- Most recently worked with BIO-STEEL during its market re-entry, communicating with both existing and new consumers as the company repositioned itself as a premier sports health brand following acquisition by new stakeholders.

Algonquin College

Ottawa, Ontario

**Industry Marketing Plan Project**

January 2024 – April 2024

- Developed a comprehensive marketing strategy for Live Well Chiropractic Centre, conducting SWOT analysis, competitive analysis, and both primary and secondary research before creating a complete marketing plan featuring targeted newsletters and a structured social media calendar.
- The project culminated in a polished presentation that established clear marketing objectives and strategies, earning an A+ grade (91/100) based on team presentation and consistent client/professor communication throughout a 14-week engagement.

Kiambu Golf Club

Nairobi, Kenya

**Marketing Specialist**

June 2022 – August 2023

- Managed comprehensive marketing campaigns, introducing a weekly bulletin that boosted member engagement, and created graphic materials using Adobe software increased social media interaction.
- Served as official photographer for all events, producing content for social platforms, bulletins, ceremonies, and advertisements, and effectively communicated brand messaging.

Transsion

Nairobi, Kenya

**Procurement Specialist**

November 2022 – February 2023

- Coordinated the procurement and production of marketing materials, including OOH posters, brochures, and branded apparel, in collaboration with the design and marketing teams. Ensuring consistent brand representation across all assets by aligning with brand guidelines and design standards.

- Managed direct communication with manufacturers to uphold quality, timelines, and company ethics. Maintained thorough documentation and tracking using Excel and Word for internal reporting and inventory control.

Amazon Consultants Ltd

Nairobi, Kenya

**Marketing Consultant**

November 2019 – August 2023

- Captured high-quality images for marketing across various corporate events while designing compelling graphics for print and digital media, including property sale posters.
- Created animated content for advertisements, notably producing a comprehensive 50-year celebration explainer video featuring photos, footage, animated text, and motion graphics was showcased during an anniversary event.

---

**CANADIAN EXPERIENCE**

---

IKEA

Ottawa, Ontario

**Customer Service (Part Time)**

December 2024 – April 2025

OTTAWA SOUTH GROCETERIA

Ottawa, Ontario

**Sales Associate (Part Time)**

September 2023 – November 2024

---

**EDUCATION**

---

Algonquin College

Ottawa, Ontario

**Interactive Media Management Graduate Certificate.**

September 2024 – April 2025

Algonquin College

Ottawa, Ontario

**Marketing Management Graduate Certificate.**

September 2023 – April 2024

United States International University

Nairobi, Kenya

**Bachelor of Science in International Business Administration**

September 2015 – April 2019

---

**CERTIFICATION**

---

Shang Tao Film and Animation College

Nairobi, Kenya

**Certificate in 3D Animation and Multimedia**

December 2020 – May 2021

---

**ACHIEVEMENTS**

---

- Multiple certifications across different but aligned fields around Marketing, Communications, and Design. Accumulated over a decade. (Scanned PDF copy upon request.)
- Living in the top-most creative francophone city in the World. It's taken me 10 years to get here; it's been a challenging journey, but I loved every step of the way.
- Using HTML, CSS, and JavaScript, from design and conceptualization to focus groups with friends for relevant feedback. I designed and developed my website from scratch, a feat that, with the rise of AI, is slowly being surpassed. This is one of my greatest achievements.

---

**PASSIONS**

---

- Reading (exercise the brain.)
- Digital Painting and Photography.
- Gym bro.
- Hiking and Camping.
- Outdoor Activities: going to the park, playing basketball, attending social events, etc. (because I am mostly in front of my computer all day).