

MUTHUI DENIS

Interactive Media Specialist | Marketing Management Specialist | Graphic, UI/UX, Web Developer
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[Branding Portfolio](#) | [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.

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, I am

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).