



SEGE PETER MBOYA

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SUMMARY

Creative and versatile professional with expertise in social media management, graphic design, and copywriting. Over two years of proven experience in developing strategic content, designing compelling visuals, and managing digital campaigns. Founder of Skope Designs in March 2023, providing tailored branding and marketing solutions for businesses. Skilled in creating impactful campaigns that enhance brand visibility and audience engagement.

OBJECTIVE

To leverage my expertise in graphic design, social media management and copywriting combined with my academic background in BSc Information Systems, to create impactful digital campaigns that enhance brand visibility and audience engagement. I aim to contribute to innovative projects that promote growth and creativity, utilizing my skills in leadership, time management and content strategy to achieve organizational and personal goals.

EDUCATION

MASENO UNIVERSITY

2023 - 2027

- Bachelor of Science in Information Systems
Currently in year 2

ORIWO BOYS HIGH SCHOOL

2019 - 2022

- Kenya Certificate of Secondary Education (KCSE)

SARE SILVER SPRINGS SCHOOL

2018

- Kenya Certificate of Primary Education (KCPE)

Digital Communication Lead

WeCare Youth Organization CBO

JAN 2025-

- Creating engaging visual content for social media to improve audience engagement, brand recognition, and community outreach. Developing and executing digital communication strategies in collaboration with leadership, tracking performance metrics, and ensuring a consistent and impactful online presence across platforms.

Founder & Creative Lead

MARCH 2023

Skope Designs

- PRESENT

- Designed high-quality branding materials, including logos and marketing assets, for startups and businesses.
- Crafted visual content for social media, resulting in improved engagement and brand recognition.

Social Media Manager & Copy Writer

Freelance

2024 Jan -
PRESENT

- Created and managed content calendars to improve client visibility on social media platforms.
- Optimized posts using analytics tools to enhance audience engagement and campaign performance.
- Writes articles on design trends, technology, and entrepreneurship for skopetv.blogspot.com.
- Specializes in SEO-friendly content to enhance readership and digital outreach.

Digital Communication Assistant

Dec 2024 -

Maseno University Transparency Club

- Developed and executed digital communication strategies to improve the club's online presence.
- Coordinated social media initiatives to foster transparency and engagement.

Editor

NOV 2024

Maseno University Computing and Informatics Students' Association (MUCISA)

- Curated and edited academic and awareness materials for publications and events.
- Supervised content production for newsletters and digital platforms.

PTA Teacher

January 2023 to
August 2023

Nyawino Junior School

- Taught technical subjects and provided academic support to students, fostering a positive learning environment.
- Engaged in extracurricular activities and student mentorship to promote holistic development.

SKILLS & COMPETENCE

- Social Media Strategy & Management: Audience engagement, analytics, and content planning
- Graphic Design: Proficient in Adobe Illustrator, Photoshop, and Canva (Canva Certified)
- Copywriting & Blogging: SEO-driven content creation and storytelling
- Web Development: HTML, CSS, WordPress, and GitHub Pages
- Video Production: Skilled in video editing with CapCut and Adobe Photoshop
- Leadership & Time Management: Effective team coordination and integrity-driven decision-making

KEY PROJECTS

- Awareness Campaigns: Designed posters for social initiatives like "Stop Corruption," raising awareness and fostering responsibility.
- Social Media Campaigns: Created and executed strategies to enhance audience engagement for various clients.
- Brand Development: Delivered professional logos and visual identities for businesses and startups.
- Educational Video Ads: Produced and edited educational and promotional videos for campaigns.

REFEREES

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