

**\*\*NANCY KARIMI\*\***

P.O.BOX 6, LAARE  
0726343215  
Kariminancy2022@gmail.com

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**\*\*About Me:\*\***

As a digital marketing enthusiast with a flair for creativity and a passion for innovation, I thrive in leveraging the dynamic landscape of digital platforms to craft compelling narratives and drive impactful results. With a background spanning from office administration to data management, I bring a unique blend of organizational prowess and strategic thinking to every project. From optimizing SEO to mastering social media algorithms, I am dedicated to staying at the forefront of digital marketing trends and technologies, constantly seeking new ways to elevate brands and engage audiences.

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**\*\*EDUCATION BACKGROUND\*\***

**\*\*Alagappa Institute of Skills and Development\*\***

Sep 2023 - Nov 2023

Karaikudi

Graphics and Design

- Integrated graphic design principles into digital marketing strategies to create visually captivating content that resonated with target audiences.
- Explored the synergy between design aesthetics and user engagement, resulting in enhanced brand perception and increased customer engagement.
- Mastered storytelling through visual mediums, effectively communicating brand narratives across digital channels and driving conversion rates.

**\*\*Workhours kphb Hyderabad\*\***

January 2024

Digital Marketing

- Applied advanced digital marketing concepts, including PPC advertising and email marketing, to amplify brand visibility and drive targeted traffic to company websites.
- Conducted in-depth market analysis and consumer behavior research to inform strategic marketing decisions, resulting in increased ROI and revenue growth.
- Implemented data-driven strategies to optimize digital assets, including website design and content, to enhance user experience and improve conversion rates.

**\*\*Digi shapers Africa\*\***

March 2024

Skills Development Course

- Acquired proficiency in essential digital marketing tools and techniques, including SEO, SMM, and content optimization, through hands-on training and practical exercises.
- Collaborated with industry experts to explore emerging trends and innovative strategies in the digital marketing landscape, gaining valuable insights into best practices and industry standards.
- Developed a strategic mindset towards digital marketing, focusing on results-driven approaches to achieve business objectives and drive sustainable growth.

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**\*\*WORK EXPERIENCE\*\***

**\*\*Taji Adult Education Centre\*\***

Oct 2018 - Nov 2021

Office Assistant

- Implemented digital record-keeping systems using cloud-based software to streamline administrative processes and improve data accuracy and accessibility.
- Leveraged social media platforms, including Facebook and Instagram, to foster community engagement and promote educational programs, resulting in increased enrollment and student retention.
- Utilized data analytics tools to track student engagement metrics and identify areas for improvement in curriculum delivery and program effectiveness.

**\*\*Madison Insurance\*\***

May 2018 - Aug 2018

Sales Agent

- Executed targeted digital marketing campaigns across multiple channels, including social media, email, and search engines, to generate leads and increase sales of insurance products.
- Utilized SEO techniques to optimize website content and improve search engine rankings, resulting in increased organic traffic and online visibility.
- Created engaging content for social media platforms, including posts, videos, and infographics, to educate and inform potential customers about insurance options and encourage user engagement.

**\*\*VICI Consulting Limited\*\***

Oct 2017 - Feb 2018

Data Entry

- Ensured data accuracy and integrity through meticulous data entry and verification processes, maintaining high standards of quality and reliability in database management.
- Implemented data management best practices to streamline workflows and enhance productivity, including data cleansing and deduplication techniques to improve data consistency and completeness.

- Collaborated with cross-functional teams to identify opportunities for process improvement and operational efficiency, contributing to the development and implementation of new data management systems and protocols.

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#### **\*\*Top Skills:\*\***

- **\*\*Digital Marketing Strategy:\*\*** Proficient in crafting comprehensive digital marketing plans tailored to specific business objectives, utilizing a combination of market research, data analysis, and creative storytelling to drive results and achieve business goals.
- **\*\*SEO Optimization:\*\*** Skilled in optimizing website content and structure to improve search engine visibility and organic traffic, utilizing keyword research, on-page optimization, and link building strategies to increase online presence and drive qualified leads.
- **\*\*Social Media Management:\*\*** Experienced in developing and executing social media marketing campaigns across various platforms, including Facebook, Twitter, LinkedIn, and Instagram, to build brand awareness, engage audiences, and foster community relationships.
- **\*\*Data Analysis:\*\*** Proficient in using analytics tools, including Google Analytics, Facebook Insights, and SEMrush, to track and measure campaign performance, extract actionable insights, and optimize marketing strategies for maximum impact and ROI.
- **\*\*Content Creation:\*\*** Strong ability to create compelling and relevant content across various digital channels, including website copy, blog articles, social media posts, and email newsletters, to attract and engage target audiences and drive conversion rates.

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#### **\*\*REFEREES\*\***

Elisha Okumu  
Director  
Taji Adult Education Centre  
0706982626

Paul Wakhungu  
Systems Developer  
Intra-Health Kenya  
0726248372  
pwakhungu@intrahealth.org

Mr. Mugambi Meeme  
Systems Administrator  
Ministry of Interior  
0721716570

Bessy Kendi  
Team Leader  
Faulu Micro-Finance Bank  
0710439373

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**\*\*Interests and Hobbies:\*\***

Outside the digital realm, I find joy in capturing life's moments through photography, where creativity meets storytelling. Exploring the great outdoors fuels my adventurous spirit, whether it's hiking through scenic trails or embarking on spontaneous road trips. I also enjoy immersing myself in literature, finding inspiration in the power of words to evoke emotions and provoke thought.

**1. \*\*Digital Marketing Specialist:\*\***

A seasoned Digital Marketing Specialist with a proven track record of crafting and executing comprehensive digital marketing strategies. Proficient in utilizing a diverse range of digital channels and techniques to drive brand awareness, generate leads, and increase conversion rates. Skilled in SEO optimization, social media management, and data analysis, I leverage data-driven insights to optimize campaign performance and achieve measurable results.

**2. \*\*Creative Strategist:\*\***

As a Creative Strategist, I thrive on developing innovative solutions to complex marketing challenges. With a keen understanding of consumer behavior and market trends, I specialize in creating compelling brand narratives and impactful campaigns that resonate with target audiences. I excel in blending creativity with strategic thinking to deliver engaging and memorable brand experiences across various digital platforms.

**3. \*\*Growth Hacker:\*\***

A Growth Hacker with a passion for driving rapid and sustainable business growth through strategic experimentation and creative problem-solving. Skilled in identifying growth opportunities, optimizing conversion funnels, and leveraging emerging technologies to scale businesses effectively. With a focus on data-driven decision-making and agile methodology, I specialize in achieving exponential growth and maximizing ROI in competitive market environments.