

BRIAN WANJALA

Digital Marketing Assistant

Results-driven digital creator and marketer with a passion for social media, marketing, and business topics. Skilled in creating actionable and approachable content with a unique voice. Always seeking a position to utilize my expertise in content creation, refreshing and updating content, SEO principles, and cross-functional project management.

2022-07 -
Current

Work History

Digital Marketing Assistant

South Front Properties Ltd, Nairobi, 30

- Assisted marketing team in developing and implementing 20 social media campaigns, resulting in 15% increase in brand awareness and 25% boost in follower engagement.
- Conducted competitor research and analyzed industry trends to identify 10 opportunities for content creation and campaign optimization.
- Managed and maintained company's social media channels, consistently delivering 5 engaging and on-brand posts per week to target audience.
- Assisted in creation and execution of 8 email marketing campaigns, leading to 20% improvement in click-through rates and 10% increase in conversions.
- Created and deployed 50 social media posts, actively engaged with target audience, and boosted reach by 30% through strategic ad placements.
- Created and presented 15 pitch materials, proposals, and presentations to clients and stakeholders.
- Developed digital marketing strategies by creating and implementing plans to reach and engage target audiences across various platforms.

2021-08 -

IT Technical Support Specialist

Contact

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Phone

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E-mail

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WWW

<https://bold.pro/my/brian-wanjala/239>

Skills

Database operation:
Access & MySQL
(Intermediate Skills)



Programming: C, C++,
HTML, and CSS, Python,
JavaScript, CMS
(Wordpress)



Adobe Packages:
Photoshop, Light room,
Premiere Pro



Email Marketing



Digital advertising and
Marketing Automation



<div>2022-08</div>	<div>RAMCO (ASL Wire & Cable), Nairobi, 30</div> <ul style="list-style-type: none"> Established and configured IP CCTV systems and associated Access Control Systems. Performed evaluation of signal quality and performance using computers, networks, and software. Increased efficiency and functionality through repair and configuration of CCTV systems in 5 Godowns. Utilized Technical Manuals from Manufacturers to successfully troubleshoot systems. Collaborated with supervisors to escalate and address customer inquiries or technical issues Assisted customers in identifying issues and explained solutions to restore service and functionality 	<div>Very Good</div> <div>Marketing strategies</div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div>Good</div> <div>Search Engine Optimization (SEO)</div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div>Very Good</div> <div>Email marketing campaigns</div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div>Very Good</div> <div>Strategic planning</div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div>Very Good</div> <div>Pay Per Click advertising</div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div>Very Good</div>
<div>2022-02 - 2022-07</div>	<div>Junior Web Developer</div> <div>The Corp Security, Security Consultancy Company, Nairobi, 30</div> <ul style="list-style-type: none"> Established and executed comprehensive website re-design, resulting in visually appealing and user-friendly interface. Performed regular web content writing and updates, publishing average of 15 new pieces of content per month to keep website fresh and engaging. Increased website functionality and improved user experience by writing, refining, and maintaining code for 10 key features and enhancements. Oversaw technical issues and responded to troubleshooting requests, resolving 95% of user problems within 24 hours. Applied extensive knowledge of JavaScript and Object-Oriented Programming to create 5 successful and intuitive website designs. Developed 10 wireframes, site maps, and content inventories for new website designs, ensuring structured and organized user experience. Implemented Google-based SEO strategies and ad campaigns, optimizing website visibility and meeting budget specifications. Built 3 website interfaces using HTML and CSS, 	

ensuring cross-browser compatibility and responsive design.

- Collaborated with marketing team, representing web team's expertise and contributing to establishment of project goals, projections, and milestones.

**2021-05 -
2021-07**

Digital Content Editor

The Co-operative University of Kenya, Nairobi, 30

- Authored 50 engaging articles and blog posts on social media, marketing, and business topics, consistently delivering content with unique voice that resonated with target audience.
- Refreshed and updated 30 existing pieces of content to ensure relevance and accuracy, resulting in improved SEO rankings and 20% increase in user engagement.
- Conducted interviews with 10 industry experts, transforming insights gained into multiple pieces of content, including articles, podcasts, and videos.
- Monitored and measured performance of content using analytics tools, making data-driven adjustments that resulted in 15% increase in engagement and 10% boost in conversion rates.
- Collaborated with cross-functional teams, including designers and developers, to seamlessly integrate content into 15 larger projects.
- Identified and highlighted 20 compelling, unique stories and user-generated content that were of interest to target audience, resulting in increased engagement and shares.

**2019-03 -
2020-05**

Information Technology Officer Intern

Moxx Limited, Nairobi, 30

- Established and executed website development and deployment, ensuring seamless functionality and user experience.
- Performed graphic designing and web content writing to create visually appealing and engaging websites.
- Increased efficiency and effectiveness by proficiently writing and debugging code
- Resolved software issues through proactive troubleshooting techniques.

- Actively participated in weekly developer meetings, contributing valuable insights and collaborating with team.
- Continuously improved coding skills to stay up to date with latest industry practices and standards.
- Demonstrated leadership skills in managing projects from concept to completion.
- Proven ability to develop and implement creative solutions to complex problems.
- Cultivated interpersonal skills by building positive relationships with others.

2019-01 -
2019-05

Photography Assistant

Old Starehian Society, Nairobi, 30

- Provided exceptional photography and videography services to meet diverse marketing needs, delivering high-quality visuals for end-of month meet-ups bringing together over 75 members.
- Established and executed 13 strategic marketing plans for products or services, resulting in 20% increase in visibility and sales.
- Planned and prepared for 20 on-location and studio shoots, ensuring smooth operations and efficient use of resources.
- Selected and set up appropriate props, backdrops, and lighting for each shoot, creating visually appealing and professional compositions.
- Reviewed images and selected best frames to present in client portfolios, curating collection of 100 impactful visuals for purchase.
- Reported 5 equipment maintenance requests and communicated quality control issues promptly to ensure optimal performance and client satisfaction.

Education

2022-02 -
Current

Bachelors of Business Information Technology

The Co-operative University of Kenya - Nairobi, Kenya

- Elected to IT Officer for The Mulembe Youth Association in 2022

- Member of Copa Tech Club

**2022-07 -
Current**

ALX Africa - Remote

**2019-05 -
2022-05**

Diploma: Business Information Technology

The Co-operative University of Kenya - Nairobi, Kenya

- Dean's List Year 2.1
- Elected Captain of Hockey Team
- Member of Copa Tech Club

**2021-07 -
2021-05**

Data Science with Python

Kenyatta University, The Co-operative University - Nairobi, 30

& UON Boot camp (3-months)

- Awarded Data Science with Python Certificate

**2021-01 -
2021-05**

Front-End Web Development

Lux Tech Academy - Nairobi, 30

- Completed professional development in Web Development
- Awarded Certificate in Front-End Web development

**2019-01 -
2019-05**

Diploma: Information Communication Technologist

Starehe Technical And Training Institute, KASNEB - Nairobi, 30

- Completed professional development in CICT

**2015-02 -
2018-05**

Kenya Certificate of Secondary Education (KCSE)

Starehe Boys' Centre And School

**2008-01 -
2015-05**

Kenya Certificate of Primary Education

St. Erastus Preparatory School - Bungoma, 03

Achievements

- Served as Voluntary Service prefect and rose to the rank of a senior prefect in High school.
- Served as Captain in-charge of all Clubs and Societies in High school.
- Served as the Christian Union Treasurer in High

school.

- Served as the Drama club Vice President in High school.
- Served as Social Media manager for Smile Child Foundation; a foundation that comes together for a just cause to help the less advantaged in the society.
- Served as Class representative in campus while undertaking a Diploma in BIT course.
- Served as the CUK Luhya Community ICT officer.
- Served as Tech Club Vice-chairperson

Expertise

- Excellent writing skills, with the ability to produce actionable and approachable content.
- Experience in refreshing and updating content to improve SEO rankings and user engagement.
- Sound understanding of basic SEO principles and best practices.
- Proficient in measuring and analyzing content performance using analytics tools.
- Ability to adapt writing style and approach based on data-driven insights.
- Strong interviewing skills, capable of repurposing interview content into various formats.
- Unique perspective and opinions on industry trends in social media and marketing.
- Cross-functional collaboration and project management experience.
- Proficient in a variety of marketing and project management tools.