

BRIAN WANJALA

Nairobi, Kenya | 168-00502 | brianwanjalabarasa@gmail.com

OBJECTIVE

Dynamic and results-driven Digital Marketing professional with expertise in SEO optimization, content creation, social media management, and data analysis. Proven ability to increase brand visibility, drive engagement, and execute innovative marketing strategies. Adept at leveraging digital tools and analytics to achieve measurable business growth.

EXPERIENCE

Digital Marketing Specialist

South Front Properties LTD | Nairobi, Kenya

July 2022 – July 2024

- Improved search engine rankings by 15% through strategic SEO campaigns.
- Created and managed over 20 social media campaigns, boosting engagement by 20%.
- Produced 30+ detailed reports and data visualizations to track and optimize marketing performance.
- Designed 15+ marketing materials, including brochures, email newsletters, and promotional videos.
- Managed and optimized the company website, creating 5+ new web pages and landing pages to improve user experience.
- Wrote 10+ blog articles that enhanced online presence and customer engagement.

Information Technology Officer Intern

Moxx Limited | Nairobi, Kenya

March 2019 – July 2022

- Developed and deployed 3+ websites, integrating SEO best practices for enhanced visibility.
- Designed graphics and crafted content for 10+ web pages to align with brand strategy.
- Managed and maintained client payment systems, increasing efficiency by 25%.
- Implemented innovative solutions to improve product functionality by 30%.

ICT Assistant

The Co-operative University of Kenya | Nairobi, Kenya

May 2021 – July 2021

- Increased social media engagement by 40% through tailored content strategies.
- Analyzed audience insights to create impactful posts and campaigns.
- Attended developer meetings, contributing to 5+ major project decisions.

EDUCATION

Bachelors of Business Information Technology

The Co-operative University of Kenya | Nairobi

Feb 2022 - Present

Coursework: Business Analysis, IT Project Management, Digital Marketing, Web Development.

Project: Led a team to develop a database management system for the university library, improving book tracking efficiency by 20%.

Diploma in Business Information Technology (Upper Credit)

The Co-operative University of Kenya | Nairobi

May 2019 – Feb 2022

Coursework: Introduction to IT, Programming Fundamentals, Web Design, Business Analysis

Project: Created a website for a local non-profit organization, increasing their online presence.

SKILLS

- **Digital Marketing Tools:** Google Analytics, Google Ads, Meta Ads Manager, HubSpot, Mailchimp.
- **SEO & SEM:** Keyword Research, Link Building, On-Page and Off-Page Optimization.
- **Content Creation:** Blog Writing, Video Editing (Adobe Premiere Pro), Graphic Design (Adobe Illustrator & Photoshop).
- **Social Media Management:** Campaign Strategy, Engagement Analysis, Community Building.
- **Technical Skills:** HTML, CSS, JavaScript, Python, MySQL.

LEADERSHIP

- Managed a budget of KES 50,000 as Treasurer of the Christian Union, reducing costs by 15%.
- Directed a drama production that won a regional competition as Drama Club Vice President.
- Represented students in 5+ faculty meetings, driving curriculum improvements as Class Representative.

CERTIFICATIONS

- **Data Science with Python Bootcamp**
- **Data Science with Python**
- **Diploma in Information Communication Technologist Level 1**
- **Certified Digital Marketing Professional**

REFERENCES

Available upon request
