

MARY MATHU

Digital Marketing Expert

Contact

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Skills



Languages



Referen ces

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- Jennifer Githinji**
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Motivated communications and social media marketing specialist with proven capabilities especially in content creation, brand awareness and visibility building and also driving sales through social media Seeking a position that will challenge me to be more creative and expand my skills to drive business growth through general marketing and social media interactions.

Work History

2019-08 -
2020-08

Project Assistant

ACRE Africa Limited

- Social media management** – Responsible for content creation, collaborating with project teams and managing company social media sites mostly Facebook and Twitter. Increased engagement with followers by actively posting and responding to comments and inquiries.
- Blogging**- Day to day maintenance of the company blog documenting the progress of project activities, their successes and impacts. The blog was hosted on the company website and increased visibility to external stakeholders therefore building credibility with donors and partners.
- Designing and Creating Marketing Materials** - Used Canva for the sales and marketing team to push products. Both online and physically Delivered top-notch administrative support to office staff, promoting excellence in office operations.
- Project Planning**- organize for project inception meetings with project stakeholders, as well as handle admin roles and project documentation as well as data processing and analysis for projects.
- Project tracking** – Assisting project manager to track project activities and ensure all are in line with the timelines while recording project milestones, and writing reports periodically.

2016-04 -
2018-09

Exec. Assistant to CEO

Epicenter Africa Limited

- Developing communication materials**- For internal and external use I was able to create material such as posters, brochures, mailing lists and newsletters.
- Developing communication strategies** - I developed annual communications strategies, annual work plans and budgets and lead the implementation of the same. This also culminated to working on progress reports on the strategies.
- Content creation and management** – Through creating engaging content, I was able to increase company's visibility on social media pages and website and engagement by up-to 80%. Was active on Facebook, twitter, LinkedIn and YouTube. I created weekly content and monthly campaigns.
- Executing Marketing plans** - Coordinating and planning all marketing events, workshops and assisting sales teams on product launches. Assisting the CEO to prepare marketing plans and budgets. Handled photography and videography for projects and events.
- Social media management**- creating and scheduling posts using *Hootsuite* and handling community engagement for all platforms. Management of the office websites based on corporate requirements in cooperation with the ICT staff. Establishing and managing relations with consumers, community, public interest groups and employees online to ensure good engagement.
- Blogging and Email marketing** – writing impact related stories, based on projects done by the organization posting it on the company website. The same was also circulating on email to the customer database. This was a bi-weekly activity to keep customers, partners and prospective clients informed on completed and ongoing projects and any events.

2015-03 -
2015-12

Communications Intern

UN Women ESARO

- Support the Chief Communication** with the production & dissemination of communication and advocacy materials.
- Writing, editing and production** of monthly internal newsletter. Proofread and edited materials prepared by all staff to check and correct spelling, grammar and style.
- Organizing and coordinating media events** such as workshops, press briefings for the Regional Director, Deputy Regional Director and other staff, report launches.
- Collecting and writing stories** from field offices.
- Organization** of round-table discussions, press conferences, briefing sessions, interviews, launches.
- Spearheaded the HeForShe Campaign** that got about 1000 men sign up and gave the company a boost
- Secured media coverage** by contributing in Photography & Videography during events.

2020-03 -
Current

Volunteer Media team Ministry

Parklands Baptist Church Northgate

- Worked to maintain outstanding attendance** record, consistently arriving to work ready to start immediately.
- Pre-and-Post production** of online church service and weekly videos.
- Directing and video editing** the shoot.
- Managing the church's social media** pages, Facebook, Instagram and YouTube.
- Content creation** using *Canva*.

2014-06 -
2014-09

Communication Intern

Fireside Communications Limited

- In-charge of the social media pages** which was mainly Facebook where I created sales posts of the products in the store and shared project stories as well. This kept the page active and increased online sales and presence as well.

2014-01 -
2014-06

Digital Media Intern

Destination Magazine

- Content Creation** daily for the Facebook and twitter
- Analyzed and Managed** social media engagement
- Managed the website back-end** doing all the weekly updates.
- Analyzed media engagement and produced tracking reports.

2013-05 -
2013-08

Media Production Intern

Kenya Institute of Curriculum Development

- Editing** of photos, videos and audios for the education production.
- Streamlined operational processes** and workflow to increase efficiency of team performance.

Education

2010-01 -
2014-01

Bachelor of Arts: Communication And Journalism

Kenya Methodist University - Nairobi
Attained Second Class Upper Division.

Personal Branding Certificate

University of Virginia - Online

Content Marketing

Content Marketing Course - Online