

Zephania Wamala

Marketing Manager

Contact

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Skills

Marketing Strategies and advertising

Web analytics

Ms Office

Goal prioritization

Team management

Budget management

Project management

Stake holder engagement

Programming

Skilled Web Developer with a Business Administration degree and marketing experience. Proficient in front-end and back-end technologies, optimizing websites for lead generation and aligning solutions with business objectives. Track record of successful marketing campaigns, impactful social media advertising, and event planning expertise. Google Analytics Certified, data-driven, and focused on creating user-friendly websites.

Work History

2023-02 -
Current

Web Developer

Freelance, Kampala

- Developed responsive websites for diverse clients, meeting design specifications and exceeding expectations.
- Maintained a 100% on-time delivery rate for all projects, ensuring client satisfaction and repeat business.
- Boosted website performance by 40% through optimization techniques, enhancing user experience and search engine rankings.

2022-05 -
2022-12

Marketing Manager

SNK Media, Kampala

- Implemented successful multi-channel marketing campaigns, resulting in a 30% increase in overall client ROI and driving substantial revenue growth.
- Led a high-performing team of marketing professionals to execute innovative strategies and deliver exceptional results for a diverse portfolio of clients.
- Secured key partnerships with prominent industry influencers and brands, expanding the company's network and elevating its market presence.

2021-01 -
2022-03

Marketing and Events Manager

Phambili Events limited, Kampala

- Responsible for organizing and implementing all event and marketing concepts of company executives, collaborating with media and production teams to ensure customer satisfaction.
- Implemented systems and procedures to

Project Management

Technical Analysis

Problem-Solving

Strategic financial planning

Flexible and Adaptable

increase sales, prepared and implemented strategic growth plans based on company goals, and created new business opportunities through strategic networking strategies.

2020-05 -
2020-12

Project Coordinator

Selemani Construction Limited, Kampala

- Successfully managed and coordinated 4+ construction projects, ensuring they were completed on time and within budget, leading to high client satisfaction and positive feedback.
- Implemented an efficient project tracking system, streamlining communication between various teams and stakeholders, resulting in a 20% reduction in project delays and cost overruns.
- Negotiated contracts and sourced materials from reliable suppliers, saving the company 15% on project expenses and enhancing overall project profitability.

2017-09 -
2019-08

Executive Assistant

Highway Motors Limited, Nairobi

- Provided exceptional customer service, acting as the main point of contact for customers both in-person and over the phone, addressing inquiries, and issuing visitor badges.
- Streamlined office operations, efficiently managing incoming and outgoing correspondence, enabling department heads to prioritize high-impact tasks and achieve organizational goals.
- Optimized vehicle maintenance, resulting in reduced downtime and interruptions during service delivery, leading to cost savings in maintenance and repairs.

2017-08 -
2017-09

Data Entry Assistant

Uganda Healthcare Federation, Kampala

- Efficiently managed data collection and electronic records, ensuring seamless workflow and proper functioning of office equipment.
- Demonstrated meticulous bookkeeping and filing of fiscal documents, in line with company policies, enabling easy retrieval and quick access to information.

- Streamlined financial transactions through well-organized checkbook ledgers on MS Excel, maintaining accurate and secure records.
- Facilitated effective communication by generating, organizing, and storing reports, ensuring seamless information flow and performing vital backup operations.

2014-07 -
2014-09

Intern

Bank of Uganda, Kampala

- **Compiled and analyzed employee data**, generating detailed reports on concerns and improvement areas across departments.
- **Organized and conducted industry seminars**, providing essential training on regulations and best practices to enhance employees' knowledge and skills.
- **Proficient in various software and database management**, including MS PowerPoint, Excel, Word, Google Outlook, and calendar management, contributing to efficient office operations and project support.

Education

2023-01 -
2023-06

The 2023 Web Development Bootcamp: Web Development

Udemy

2022-10 -
2022-11

Google Analytics Certification: Marketing Research

Google Skillshop

2023-07 -
2023-07

Certificate In Digital Marketing: Marketing

Hubspot Academy

2022-07 -
2022-08

Certificate In Search Engine Optimization: Marketing Research

Hubspot Academy

2022-06 -
2022-05

Certificate in Inbound Marketing

Hubspot Academy

2015-07 -
2020-05

Bachelor of Science: International

Business Administration

*United States International University- Africa - Nairobi
,Kenya*

2013-02 -
2014-12

Uganda Advanced Certificate Of Education

Taibah International School - Kampala

2012-05

Uganda Ordinary Certificate

Taibah International School - Kampala