

Osano. D. Aduda

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Portfolio: <https://adudaonline.github.io/aduda>.

Professional Summary

Dedicated and detail-oriented English Literature graduate with experience in content creation, social media management, and editing. Skilled in developing engaging, SEO-optimized content and managing social media strategies to drive brand visibility and audience growth. A versatile communicator with a strong foundation in English language, literature, and digital content, bringing excellent organizational and project management skills to every role.

Experience

Social Media Manager & Content Editor

Freelance | Remote

2022 – Present

- Developed social media strategies for clients, increasing online visibility and engagement by up to 30%.
- Crafted, edited, and scheduled posts to target specific audiences, growing followers and improving brand awareness.
- Utilized analytics to assess content performance, adjusting strategies to meet client goals.

Content Creator & Editor

UptownVintage Bookstore

2023 – Present

- Created and edited product descriptions, reviews, and promotional materials, contributing to a 40% increase in site traffic.
- Implemented SEO best practices, optimizing content for search engines and driving online sales.
- Collaborated with team members to ensure consistency in branding and messaging across all platforms.

Education

Bachelor of Arts in English Literature

Mount Kenya University, Kenya

Graduated: [2026, Decemer]

- **Relevant Coursework:** Advanced Editing, Creative Writing, Literary Analysis, Communication Studies
- **Achievements:** Published articles in the university's literary journal; awarded for academic excellence in English studies.

Secondary School Certificate

Bishop Makarios Kisugunua Secondary School, Kenya

Graduated: [2021, September]

- **Achievements:** Actively participated in debate and writing clubs; awarded for excellence in English and Literature.

Primary School Certificate

Got-Kachola Primary School, Kenya

Graduated: [2017]

- **Achievements:** Top performer in English and Social Studies; participated in writing and storytelling competitions.

Skills & Abilities

- **Content Writing & Editing:** Skilled in creating, proofreading, and editing content to ensure clarity, accuracy, and engagement.
- **Social Media Management:** Proficient in handling platforms such as Facebook, Instagram, Twitter, and LinkedIn, with experience in audience engagement and analytics.
- **SEO & Digital Marketing:** Knowledge of SEO best practices, including keyword optimization, content strategy, and digital marketing trends.
- **Communication & Collaboration:** Strong verbal and written communication skills; able to collaborate effectively within teams.
- **Project Coordination:** Excellent organizational skills, able to manage multiple projects and meet deadlines with efficiency.

Certifications & Training

- **SEO Certification** – HubSpot Academy, 2024
- **Digital Marketing Specialization** – Coursera, 2023
- **Social Media Strategy** – LinkedIn Learning, 2023

Projects

- **Personal Blog: Tech & Talk with Aduda**
- Developed a personal blog covering technology and literature, leveraging SEO and social media strategies to build an audience and enhance online visibility.
- **Jamii Eyecare Blog**

Produced SEO-friendly content for Jamii Eyecare's website, focusing on eye health and clinic services, helping improve website traffic and client engagement.