

Osano. D. Aduda

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EXPERIENCE

Digital Marketing Specialist

Uptownvintage books | Nairobi, Kenya | [2023 – Present]

- Developed and executed digital marketing strategies, resulting in a [percentage]% increase in brand engagement and a [percentage]% rise in website traffic.
- Produced SEO-optimized content, improving organic search rankings for key pages by [percentage]% within six months.
- Managed social media accounts, boosting follower count by [percentage]% and enhancing engagement metrics through targeted content.
- Analyzed performance metrics across platforms, using data-driven insights to refine campaigns and maximize reach.

Copywriter and Content Strategist

Jamiieyecare | Nairobi, Kenya | [2022 – 2023]

- Crafted compelling copy across websites, blogs, and social media, increasing click-through rates by [percentage]% and conversion rates by [percentage]%.
- Led SEO initiatives, achieving first-page search rankings for primary keywords within three months.
- Collaborated with design and marketing teams to align brand messaging and create cohesive, impactful content.

Freelance Writer & SEO Consultant

Self-Employed | Remote | [2019-2024]

- Created SEO-friendly blog posts and articles for diverse clients, enhancing visibility and boosting engagement.
- Consulted on SEO strategies for small businesses, achieving significant improvements in search rankings and site traffic.

EDUCATION

Bachelor of Arts in English Grammar and Literature

Mount Kenya University Main, Thika, Kenya

SKILLS

- **Digital Marketing Strategy:** Campaign planning, content marketing, and brand-building strategies that align with business goals.
- **Copywriting & Content Creation:** Compelling and clear content tailored to specific audiences, driving engagement and conversions.
- **Social Media Management:** Expert in building and managing brand presence on platforms like Facebook, Twitter, Instagram, and LinkedIn.
- **SEO & Analytics:** Skilled in on-page and off-page SEO, keyword research, and using data insights to optimize content performance.
- **Blog & Article Writing:** Experienced in crafting informative and SEO-optimized articles and blogs that drive traffic and brand authority.

LANGUAGES

English

Kiswahili

German

Certifications

- **Google Analytics Certification** | Google Skillshop, 2019
- **SEO Fundamentals Certificate** | Coursera, 2022
- **Digital Marketing & Social Media Strategy** | jamii eyecare. 2024