Maurice Odhiambo

Digital Marketing & Growth Strategist

Technical Marketing Specialist | Full-Stack Developer

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Professional summary

Performance-driven Digital Marketing Specialist with strong technical expertise in full-stack web development, analytics integration, and marketing automation systems. I combine advanced computer literacy, graphics design awareness, and data-driven strategy to build high-converting digital marketing ecosystems.

I specialize in performance marketing, campaign optimization, funnel architecture, SEO growth systems, and conversion rate optimization. My technical background allows me to not only design marketing strategies but also implement, track, secure, and optimize them independently — increasing execution speed and reducing operational costs.

Highly adaptable to remote work environments and results-oriented teams focused on measurable growth.

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Experience

Upwork/ Freelance Digital Marketing & Web Consultant

August 2022- PRESENT,

Planned and executed data-driven online marketing campaigns focused on customer acquisition and revenue growth.

Built high-converting landing pages and optimized sales funnels.

Managed paid advertising campaigns (Meta & Google Ads) with ROI-focused strategies.

Implemented analytics tracking to monitor performance and improve conversions.

Developed secure, responsive websites supporting marketing automation and online transactions.

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Skill

Marketing & Analytics Tools
- Meta Ads Manager
- Google Ads
- Google Analytics
- Social Media Scheduling Tools
- Email Marketing Platforms (Mailchimp / Brevo)

Web & Development Expertise

- HTML5, CSS3, Tailwind CSS
- JavaScript (Frontend & Backend Logic)

- PHP (MVC Architecture)
- Laravel Framework
- React (Interactive Frontend Applications)
- MySQL Database Management
- Website Hosting & Deployment
- Web Security Implementation (Sessions, CSRF Protection)

Graphics & Digital Design

- Canva (Advanced)
- Adobe Creative Suite (Foundational)
- Landing Page Design
- Visual Branding & Digital Asset Creation

Education

Masinde Muliro University/ Degree

2022 - , Kakamega

Bachelor of Science in Computer Science (Completed up to Year 2 – Continued professional growth independently)

Tom Mboya High School/ kcse

2019- 2021, Rusinga , Homabay

Kenya Certificate of Secondary Education (KCSE)

Grade: B+

VALUE PROPOSITION

I offer a rare hybrid combination of marketing strategy and technical execution. This allows organizations to deploy campaigns faster, optimize performance more efficiently, and maintain secure scalable digital systems without excessive technical overhead.

My approach focuses on measurable growth, audience engagement, and revenue-driven digital marketing systems.