MAURICE ODHIAMBO OLALA

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DIGITAL MARKETING & GROWTH SPECIALIST

Full-Stack Developer | Performance Marketer | Conversion Strategist

PROFESSIONAL PROFILE

Strategic and results-oriented Digital Marketing Specialist with a strong technical foundation in Computer Science and Full-Stack Web Development. I combine marketing psychology, performance analytics, and technical execution to build high-converting online systems.
I specialize in developing scalable digital marketing strategies, optimizing campaigns for ROI, and leveraging data-driven decision-making to increase brand visibility, customer acquisition, and revenue growth.
Recognized for strong analytical thinking, creative campaign execution, and the ability to integrate marketing with technology for measurable impact.

CORE EXPERTISE

- Digital Marketing Strategy & Execution
- Paid Advertising (Meta & Google Ads)
- Sales Funnel Development
- Conversion Rate Optimization (CRO)
- Email Marketing & Automation
- SEO & Organic Traffic Growth
- Content Marketing & Copywriting
- Data Analytics & Performance Tracking
- Landing Page Optimization
- Technical Marketing Implementation

TECHNICAL COMPETENCIES

- Marketing & Analytics Tools
- Meta Ads Manager
- Google Ads
- Google Analytics
- Email Marketing Platforms (Mailchimp / Brevo)
- Social Media Scheduling Tools
- Web & Development
- HTML5, CSS3, Tailwind CSS
- JavaScript (Frontend & Backend)

- PHP (MVC Architecture)
- Laravel Framework
- React (Frontend Development)
- MySQL Database Management
- Web Security Implementation
- Hosting & Deployment

PROFESSIONAL EXPERIENCE

- Freelance Digital Marketing & Web Development Consultant
- 2022 – Present
- Designed and executed digital marketing campaigns focused on revenue growth and audience engagement.
- Developed high-converting landing pages and complete marketing funnels.
- Managed paid advertising campaigns with strong focus on ROI optimization.
- Improved website performance, user experience, and conversion rates.
- Implemented analytics tracking systems to monitor campaign effectiveness.
- Built scalable web platforms integrating marketing automation and secure payment systems.
- Key Impact:
  - Increased engagement rates through targeted audience segmentation.
  - Improved conversion performance using A/B testing strategies.
  - Successfully launched multiple online digital systems from scratch.

PROJECT HIGHLIGHTS

- Digital Campaign & Funnel Optimization
- Designed end-to-end marketing funnels.
- Implemented retargeting strategies.
- Increased lead capture efficiency through optimized UX design.
- Full-Stack Web Platforms
- Built secure authentication systems.
- Integrated payment gateways and analytics tools.
- Applied advanced session management and CSRF protection techniques.

EDUCATION

1. Bachelor of Science in Computer Science (Incomplete)
   Masinde Muliro University of Science and Technology
   2022 – 2023
   Completed up to Year 2 (Discontinued due to financial constraints while pursuing professional development independently)
2. Kenya Certificate of Secondary Education (KCSE)
   Tom Mboya High School
   2019 – 2021
   Grade: B+

PROFESSIONAL DEVELOPMENT & ONLINE CERTIFICATIONS

- Digital Marketing Strategy & Analytics (Online Coursework)
- SEO & Content Marketing Optimization
- Paid Advertising & Conversion Optimization
- Sales Funnel & E-commerce Marketing Systems
- Web Security & Application Architecture
- Actively engaged in continuous online learning to stay updated with evolving digital marketing trends, algorithm changes, and performance marketing strategies.

KEY STRENGTHS

- Tech-Driven Marketing Execution
- Analytical & ROI-Focused Thinking
- Entrepreneurial Mindset
- Strong Communication Skills
- Self-Motivated & Results-Oriented
- Ability to Work Remotely & Independently
- VALUE PROPOSITION
- I bring a rare combination of technical development skills and marketing expertise, allowing me to not only plan digital strategies but also implement and optimize them technically. This dual capability enables faster execution, reduced operational cost, and higher marketing performance.

REFERENCES

Available upon request.