

## **PATRICK NYUTU MBUGUA**

Marketing Expert | Social Media Manager | SaaS & Digital Platforms Specialist

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### **PROFESSIONAL SUMMARY**

Marketing Expert and Digital Strategist with 5+ years of experience in social media management, content moderation, audience growth, and digital marketing. Proven background in OnlyFans agency growth, Reddit/Twitter account scaling, and managing online communities. Skilled in SaaS tools, software onboarding, sales support and user training having trained over 500 business owners and social media managers.

### **KEY SKILLS**

- Digital Marketing Strategy
- Audience Growth & Engagement
- Client Training & Onboarding (500+ trained)
- Branding & Positioning
- Sales Enablement & Customer Success Support
- Reddit VA & Growth Specialist
- Twitter/X Growth
- Content Creation & Scheduling
- Analytics & Performance Reporting
- Team Leadership & Coordination
- SaaS Onboarding Workflows
- CRM & Analytics Tools
- Automation Platforms
- User Support & Adoption
- Content Moderation & Community Management
- Safety & Policy Compliance

### **PROFESSIONAL EXPERIENCE**

- Social Media Manager & Account Growth Specialist — Monopoly Agency (2021 – 2024)
  - Managed and scaled high-volume Reddit and Twitter accounts for creators.
  - Developed targeted posting schedules to increase engagement and conversions.
  - Led and supervised a team of social media assistants.
  - Analyzed performance data to refine strategies.
  - Ensured platform guideline compliance.

- Social Media Manager, Growth & Moderation Specialist — GoodBunny Agency (2019 – 2020)
  - Created and scaled new Reddit accounts from scratch.
  - Moderated user interactions and ensured safety compliance.
  - Developed strategies to boost creator visibility.
  - Coordinated communication between creators and staff.
- Marketing Trainer & Digital Tools Instructor — Independent / Business Workshops (2020 – Present)
  - Trained over 500 business owners and social media managers.
  - Taught SaaS tools, analytics platforms, and automation workflows.
  - Improved client visibility, sales funnels, and digital engagement.
- Business Development Officer — Radiant Hospital (2018 – 2020)
  - Supported marketing and client acquisition campaigns.
  - Built partnerships with healthcare stakeholders.
  - Conducted market research for growth opportunities.

## EDUCATIONAL BACKGROUND

- Diploma in Information Communication and Technology (ICT) — Nairobi Technical Training Institute (2019–2024)
- KCSE — St. James High School (2015–2018)
- KCPE — Brother Beausang Catholic Education Center (2007–2014)

## REFERENCES

- Marius Cebuc — CEO, Monopoly Agency | Email: jaxscebus@gmail.com | Telegram: @mariusmonopoly
- Betty Munene — Business Development Manager, Radiant Hospital | Email: bettymknd@gmail.com