



Faith Kigen

Digital Marketer

Summary

I'm a passionate digital marketer specializing in crafting compelling content and devising effective social media strategies. With expertise in content creation, copywriting, and social media conversion, I excel at engaging audiences and enhancing brand visibility. My data-driven approach ensures optimized marketing strategies and superior user experiences. I bridge the gap between technology and marketing, delivering impactful campaigns. Using tools such as Canva and Figma I create content that resonates with the audience to make them take the next step Eager to contribute my skills and learn in a challenging digital marketing role.

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[LinkedIn Profile](#)

[Portfolio](#)

Marketing skills

- Email Marketing
- S.E.O
- S.E.M
- Content Creation
- Google Analytics
- Copywriting
- Social Media Analytics

Software skills

1. Canva
2. Figma
3. Ruby on Rails
4. React
5. HTML, CSS
6. Mail chimp

Soft Skills

1. Communication skills
2. Creative Thinking
3. Problem Solving

Languages

1. English
2. Kiswahili

Projects

2022 - Imani Shoe Shop

- Managed comprehensive digital marketing initiatives for a local shoe shop, driving a 25% increase in online sales within six months. Strategically optimized the website for search engines, and curated engaging social media content. Created content using tools such as canva and Figma. Used online apps like Facebook and Instagram to market my shoes.

2023 - Peak Potential wellness

- At Peak Potential Wellness. We specialize in enhancing mental and physical well-being. Expert in strategic organic marketing, creating engaging content on Instagram and Facebook to attract and retain clients. Skilled in storytelling, graphics, and interactive content. Committed to fostering meaningful audience relationships and maximizing online impact. Join me in empowering individuals for holistic well-being.

Education History

2023 - Social Media College

Digital Marketing Intensive

2022-2023 - Moringa School

Certificate in Software Engineering

2020-2022 - Cooperative University Of Kenya

Diploma In Business Information Technolgy

REFEREE

Available upon request