

# John Thuku

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## PROFESSIONAL EXPERIENCE

**Video editor & Social media manager;** AjiraDigital (K.E) and YesNath (INDIA)

*July 2023 – sept 2024*

### Video Editing for prominent companies

- conducted comprehensive content analysis and identified key engagement metrics; implemented targeted video strategies, reducing production time by 14%, resulting in US\$ 100K in cost-savings
- Streamlined content release schedules, shortening campaign lifecycle by an average of 15 days, enhancing user engagement by 10% for Q4, and boosting platform compliance by integrating new video review, content management, and user feedback processes

- **Social Media management for AjiraDigital and Personal Brand**

- Led initiatives in social media campaign planning, audience targeting, and performance analysis; strategies resulted in a 24% increase in engagement rates and projected growth in followership by 30% over one year
- conducted a thorough assessment of content variety and posting frequency; identified high content redundancy as a cost driver and optimized content strategy, leading to a more streamlined and effective social media presence

**Graphics designer; Jiji (KE)**

*Jan 2021 – June 2023*

- **Graphic Design and Branding Revamp at a Leading E-commerce Company**

- Created designs for different businesses through the platform and helping the business owners achieve their goals.
- Streamlined design workflows, shortening project completion times by an average of 10 days, improving brand consistency by 15% for Q4, and increasing team collaboration by integrating new design review, asset management, and feedback processes

- **Visual Content Strategy and Design Optimization for an International Fashion Retailer**

- Led initiatives in visual content creation, seasonal campaign design, and performance analysis; designs resulted in a 35% increase in online engagement and projected revenue growth of 20% over one year
- Performed a comprehensive assessment of product visuals and marketing materials; identified high design variation as an operational cost driver and optimized visual content strategy, leading to a more consistent and appealing brand image

## EDUCATION

**Mibs college, Business School | Diploma in information technology | 2024**

Concentrations: CAD, Programming & Project Management;

- Mibs Admissions Fellow; assisted Dean of Admissions with student applications and Mibs marketing strategy in the roll out of the College's new website

## SKILLS & INTERESTS

**Interests:** Hackathons, TED Talks, Udemy, Behavioral Economics, Hiking, walking, designing, Animations

**Languages:**

Native English and Swahili speaker

**Technical:** Python, Web dev, Editing, Design, Animations, SQL, Adobe Creative suite