Gitau Shawn

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# Professional Summary

Creative and data-driven Digital Content Creator with hands-on experience in video production, social media strategy, and campaign execution. Skilled in storytelling, content editing, and managing digital campaigns across platforms including YouTube, Instagram, and TikTok. Passionate about creating impactful multimedia content that drives engagement and brand visibility.

# Core Skills

• Video Shooting, Editing & Production  
• Social Media Marketing (IG, TikTok, YouTube, LinkedIn)  
• Content Creation & Copywriting  
• Adobe Premiere Pro, Canva, Basic Photoshop  
• Email Marketing & CRM Tools  
• Trend Monitoring & Performance Tracking  
• Social Media Scheduling (Meta, Buffer, etc.)  
• Strong Communication & Visual Storytelling

# Experience

Sales & Digital Marketing Assistant – Blue Band Kenya  
Nairobi | 2022 – Present  
- Filmed and edited promotional videos for digital campaigns.  
- Managed social media posts, wrote captions, and tracked engagement.  
- Collaborated with the sales team to drive digital conversions through creative content and follow-ups.  
- Supported product launches with on-brand visuals and campaign planning.

Clerk – IEBC Kenya  
Nairobi | 2022  
- Supported digital recordkeeping and public communication in a high-pressure environment.  
- Strengthened data entry accuracy and organizational skills under strict deadlines.

# Education & Certifications

Diploma in Food & Beverage & Diplomacy (Ongoing) – KCA University  
Certificate in Food & Beverage Service – KCA University, 2019  
High School Certificate (KCSE) – Glad Phil Secondary School, 2017  
Additional Training:  
- Social Media & Online Marketing Tools (Self-taught)  
- Basic Adobe Photoshop & Canva for Design  
- Chef & Waiter Skills – KCA University

# Languages

• English (Fluent)  
• Swahili (Fluent)

# References

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