

Joy Gichure
DIGITAL MARKETING EXECUTIVE
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EDUCATIONAL BACKGROUND

2023 **European School of Management and Technology Berlin**
Certificate in Business Management

2019 – 2024 **Strathmore University**
Bachelor of Science in Informatics and Computer Science
Second Upper

2015 – 2018 **Naivasha Girls**
K.C.S.E mean grade A-
Math A-, English B+

WORK EXPERIENCE

Oct 2023 – May 2024 **Hyssop Properties**
Digital Marketer

Responsibilities:

- Ensuring the website is user-friendly, updated and aligned with the brand image.
- Monitoring website analytics and making data-driven decisions for improvements.
- Creating visually appealing graphics, banners and other design elements for digital marketing campaigns.
- Updated the content calendar and conducted research on personas for targeted content.
- Website redesign and added a new tab for the venture of construction.
- Developing compelling and relevant content for various online platforms.
- Analyzed and reported on the performance of content shared on various social media platforms including YouTube, Meta, and TikTok.
- Utilized analytical tools to track engagement metrics, including likes, shares, comments and click-through rates, to assess the effectiveness of digital marketing campaigns.
- Provided actionable insights based on data analysis to optimize future content strategy and improve overall campaign performance.
- Presented findings to the marketing team and senior management to inform decision-making processes and drive strategic initiatives.
- Designed logos for subsidiaries of Hyssop Properties Limited
- Social Media Management for youtube, meta and tiktok

Oct 2023 – Dec 2023 **Mega Wholesalers**
Data analytics and programming Internship

Responsibilities:

- Algorithm and API development using python

- Data analysis and processing
- Created a dashboard for the analysis
- Research data required and made calculations in excel
- Use Laravel framework and livewire

Jan 2019- Aug 2023 **Geollen Preparatory School**

Contract

Responsibilities:

- Designed the school logo and letter heads.
- Creating and editing professional documents for the school
- Customizing school certificates for students who have completed pre-primary and grade 3.
- Capturing and maintaining assessment records in the KNEC system

Jan – March 2022 **Diwopa Catholic Primary School**

Voluntary service

ACHIEVEMENTS

- Creating and editing professional documents for the school
- Assisted with receptionist duties such as sending emails, making photocopies, providing school pamphlets to prospective parents.
- Organized school inventory by counter checking the number of textbooks bought.
- Performed data entry for the students' exam marks.

COMPUTER PROFICIENCY SKILLS

- Python
- php
- HTML
- JavaScript

Language:

German (Intermediate)

EXTRA CURRICULAR ACTIVITIES

- Member of DeutschKlub (2019 – to date)

INTERESTS

- Reading fiction
- Travelling

REFEREES

Magnifique Nsengimana

Head of IT & Systems development.

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Hastings Bendera
Assistant Marketing Manager
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