

# JACKSON MWANIKI MUNENE

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[https://jakkkc.github.io/marketing\\_portfolio/](https://jakkkc.github.io/marketing_portfolio/)

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## SUMMARY

Driving measurable growth through data-optimized strategies. Proven expertise in scaling social engagement (741.6%+), expanding reach (5.7M+ TikTok impressions), and boosting traffic (1,300%+). Skilled in SEO/SEM, conversion optimization, and multi-platform campaigns. Leverages technical proficiency in analytics, automation, and performance tracking to deliver revenue-focused results. Committed to transforming online presence into business outcomes.

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## WORK EXPERIENCE

**Digital & Ecommerce specialist at Hunters Paradise** Feb 2025, Present

- Scaled social engagement → Drove 741.6% Instagram interaction growth and 2,804.5% LinkedIn impressions via platform-specific content strategies.
- Amplified brand visibility → Achieved 5.7M+ TikTok reach through 50+ video/graphic assets and SEO-optimized campaigns.
- Optimized acquisition costs → Slashed customer acquisition costs by 30% via SEM/Google Ads refinement and performance analytics.

**Software Reseller at Outserve Technologies** Mar 2021 - Dec 2022

- Accelerated sales growth → Increased revenue 10%+ in 6 months through rebranding and social media repositioning.
- Enhanced client efficiency → Integrated CRM solutions that reduced onboarding time by 25% for enterprise customers.
- Solved critical pain points → Customized software configurations for 15+ clients, improving workflow productivity.

**Voluntary Teacher at Mathare Slums** Feb 2020 - Jan 2021

- Improved academic readiness → Prepared 100+ students for national exams through tailored lesson plans.
  - Boosted student engagement → Mentored at-risk youth, increasing class participation by ~40%.
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## EDUCATION

**Master in Digital Marketing** Ongoing  
Max Business School

**Bachelors in Applied Technology** October, 2025  
United States International Unniversity

**Data Science Bootcamp** August, 2025  
Moringa School

**Google Anaytics 2025 to 2026** April, 2025  
Google

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