MUNENE, JACKSON MWANIKI

Digital Marketing & E-commerce Specialist | Data Science Professional

⚲ Kenya

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[LinkedIn](https://www.linkedin.com/in/jackson-mwaniki) | [GitHub](https://github.com/jakkkc)

PROFESSIONAL SUMMARY

Multidisciplinary technology professional with expertise in data-driven digital marketing, e-commerce optimization, and data analytics. Proven ability to leverage technical skills (Python, SQL, web development) to deliver measurable business results including 100%+ engagement growth, 1,300%+ traffic surges, and 720% organic traffic increases. Leverage a Bachelor of Science in Applied Computer Technology, complemented by a Data Science certification, to develop integrated and innovative digital solutions.

CORE COMPETENCIES

- Digital Marketing: SEO/SEM • Google Analytics • Social Media Growth • Content Strategy • Meta Ads
- E-commerce: Conversion Optimization • Sales Funnel Design • Marketplace Management • CRO
- Data Science: Python • SQL • Data Visualization • Predictive Analytics • Statistical Modeling
- Technical: Web Development (HTML/CSS) • Marketing Automation • Dashboard Creation • Video Editing

KEY ACHIEVEMENTS

- Generated 5.7M+ user reach through TikTok content strategy
- Achieved 2,804.5% LinkedIn impression growth for Hunters Paradise
- Reduced CAC by 30% through optimized SEM campaigns
- Engineered automated marketing framework improving efficiency by 40%
- Visualized Kenya's financial trends during legislative crisis (GitHub)

PROFESSIONAL EXPERIENCE

Digital & E-commerce Specialist

- Hunters Paradise (Cottages & Tuuti Branches) | Feb 2025 - Present
- Spearhead omnichannel digital strategy across 4 platforms
- Optimize SEO/SEM campaigns driving 720.2% organic traffic growth

- Create 50+ video/graphic assets achieving 741.6% engagement surge
- Implement data-driven customer journey mapping increasing conversions

Software Solutions Consultant

Outserve Technologies, Nairobi | Jun 2023 - Dec 2023

- Revamped digital branding resulting in 10%+ sales growth
- Integrated CRM systems accelerating onboarding by 25%

Voluntary Work

Kanyaa Pope School, Mathare | Aug 2022 - Dec 2022

- Developed STEM curriculum for 100+ primary and secondary students

TECHNICAL PROJECTS

Microsoft Film Market Analysis | Python, Data Visualization

- Analyzed 10,000+ film datasets to identify market-entry opportunities
- Developed predictive models for box office performance
- [GitHub Repository](https://github.com/jakkkc/Microsoft_movies)

Kenya Financial Trends Dashboard | Python, SQL

- Visualized national debt patterns during Finance Bill crisis

- Created interactive public policy discussion tool

- [GitHub Repository](https://github.com/jakkkc/Kenya_financial_debts)

Automated Marketing Solution | Python, API Integration

- Engineered social media automation framework for Healthy-U
- Reduced campaign management time by 40%

EDUCATION & CREDENTIALS

- ***BSc Applied Computer Technology***
  - United States International University-Africa (USIU-Africa)

- ***Online MSc Digital Marketing (Current)***
  - Specialization: Data-Driven Marketing Strategies

- ***Data Science Bootcamp Certificate (2024)***
  - Skills: Python, SQL, Machine Learning, Statistical Analysis

- ***Google Analytics Certification (2025-2026)***

REFEREE

Mr. Calvince Okomo

Head of Sales & Marketing, Hunters Paradise Cottages

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PORTFOLIO

Interactive Web Portfolio: [https://jakkkc.github.io/marketing_portfolio/]