

JACKSON MWANIKI MUNENE

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https://jakkc.github.io/marketing_portfolio/

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.

WORK EXPERIENCE

Digital & Ecommerce specialist at Hunters Paradise	Feb 2025, Present
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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%.	

EDUCATION

Master in Digital Marketing	Ongoing
Max Business School	
Bachelors in Applied Technology	October, 2025
United States International University	
Data Science Bootcamp	August, 2025
Moringa School	
Google Analytics 2025 to 2026	April, 2025
Google	