STACEY CHEROTICH

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EDUCATION

BSC. MANAGEMENT OF AGROECOSYSTEMS AND ENVIRONMENT| SEPTEMBER 2024 | UNIVERSITY OF NAIROBI

CERTIFICATE IN DIGITAL MARKETING AND ECOMMERCE | FEB 2024 | AJIRA DIGITAL TRAINING PROGRAM

SKILLS & ABILITIES

CONTENT WRITING

- Researching for and writing blog articles
- Writing eBooks and other digital products.
- Coming up with captions for social media posts.

DIGITAL MARKETING

- Conducting keyword research
- Basic knowledge on Search Engine Optimization
- Data and analytics

COMMUNICATION

- Preparing and making presentations
- Customer support through Phone calls, Social Media messaging and Emails

SOCIAL MEDIA

- Researching trends and content creation
- Content scheduling
- Basic video editing and marketing skills

CANVA

- Designing social media templates
- Designing poster and brochures for events
- Designing eBook covers

EXPERIENCE

FOUNDER | CHEF N CONCEPT DIGITAL | JULY 2017- PRESENT

- Founded Chef N Concept, which was initially offering catering services. We catered to various events such as baby showers, bridal showers, clients' family gatherings and outdoor events.

- Main responsibilities included communicating with clients and suppliers, cooking and coordinating a small team.

- The main accomplishment was catering for an event with over 700 people satisfactorily, in 2021, making 70% in profit. After which, we transitioned into the digital space.

- I have created a digital platform targeting food business owners and food enthusiasts to find culinary insights for their benefit, from my page.

- I have created two recipe eBooks so far and have experience writing a recipe blog.

- Design flyers, posters, and social media posts.

- Create social media content such as reels, carousels, and static posts for our social media pages.

- Use analytic tools available on the social media sites to monitor content performance and make necessary adjustments.

- Researching keywords and using them to optimize page performance.

- Content scheduling on tools such as metricool and plannable.