



Mary Mwihaki

Digital Marketing Professional

Experienced Digital Marketing Professional with extensive experience building, maintaining, and running successful digital marketing campaigns. Adept at creating and implementing client-centered, successful campaigns, aimed at improving brand awareness and presence. Collaborative and creative team player accomplished at managing digital marketing presence content and experienced in leading teams of marketing professionals to meet and exceed digital marketing goals.

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📍 Nairobi, Kenya

WORK EXPERIENCE

Digital Accounts Manager Dotsavvy Limited

01/2020 – Present

Nairobi

Achievements/Tasks

- Managing, coordinating, and leading Dotsavvy's resources and team in order to meet clients' needs, supervise and lead the interactive production and design teams on client tasks that are typically communicated on a day to day basis
- Serve as the liaison between Dotsavvy and the client to ensure client goals, budget, and target audiences are reached.
- Attending and participating on all status meetings, client meetings, and client calls, participating in digital marketing planning and execution of tactical aspects of Dotsavvy services including developing and implementing strategies.

Social Media Manager Dotsavvy Limited

10/2019 – 12/2019

Achievements/Tasks

- Created, curated, oversaw the design and managed all published content and social ad campaigns (images, video and written).
- Implemented a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- Integrated all channels of marketing (social media, SEO, content marketing, email, print and digital marketing)
- Created a regular publishing schedule and promote content through social advertising.
- Identified and improved clients development aspects that would improve content (ie: employee training, recognition and rewards for participation in the company's marketing and online review building).

Marketing Executive Mwezi Limited

06/2018 – 06/2019

Kisumu

Achievements/Tasks

- Create, curate, oversee the design and manage all published content and social ad campaigns (images, video and written) using Adobe Creative Cloud
- Developed a marketing strategy for the company and coordinated marketing campaigns with sales activities. Within a year, we opened 7 new branches in the Nyanza Region
- Working closely with partners and assisting with new product launches. We introduced over 5 different products from various manufacturers which picked up within the target market.
- Designed a responsive website for the organization and branding material.

SKILLS

Content Creation

Media Buying

Digital Strategy

Campaign Management

Social Media Management

Web Development

Account Management

PLACEMENTS

Social Media Executive

Advance Public Relations & Marketing

05/2017 – 12/2017

Nairobi

Tasks/Achievements

- Leading digital plan development (Paid Digital Media on Social Media and MailChimp Newsletters).
- Developed and delivered an excellent customer experience by working on quality and compelling content on all digital platforms.
- Managed efforts in building online reviews and reputation.
- Created, curated, oversaw the design and managed all published content and social ad campaigns (images, video and written).

Digital Marketing Lead

LXR Creative

06/2019 – 09/2019

Tasks/Achievements

- Developed and delivered an excellent customer experience by working on quality and compelling content on all digital platforms and generate monthly reports on our marketing campaign performance.
- Optimized website and social media channels for SEO, and manage outflow of digital content
- Set specific digital objectives and monitoring overall marketing progress while aligning digital marketing strategy with a brand's goals and objectives.
- Suggested new optimization methods to improve customer experience e.g. regular project updates through subscription emails on MailChimp.

VOLUNTEER EXPERIENCE

Social Media Consultant

Faraja Foundation

02/2019 – 03/2020

Marketing Blog Writer

Asante Africa Foundation

01/2018 – 09/2019

PERSONAL PROJECTS

Web Development (07/2019 – 08/209)

Developed and published (2) commercial websites

ACCA Brand Ambassador (01/2015 – 05/2017)

Generally representing the ACCA brand among the student fraternity at the university and organizing information sessions for ACCA in the university.

REFEREES

James Gicheru, Senior Events Coordinator, Tarpo Industries

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Immanuel Onguko, Communications Coordinator, Open Air Homes

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