



# MOKWA MOFFAT OHURU

## Content, Blog Writer, Digital and Social Marketer

Male | 31st December, 1989 | Kenya

Citizenship: Kenya

Results-driven Marketing Officer ensuring seamless project execution & campaign success. Skilled in building corporate relationships, creating effective campaigns, email marketing, content writing & conducting market research. Proficient in social media management. Committed to delivering impactful results & driving organizational success.

### Contact

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[www.upwork.com/freelancers/~01169251b586c56411](https://www.upwork.com/freelancers/~01169251b586c56411)

### Skills

Customer Service  
Digital Marketing  
Google Analytics  
Health and Safety  
Social Media  
Office Management  
Quality Control  
Python  
Microsoft Office  
Leadership Skills

### Languages

English  
Swahili

### Professional Experience

#### blog and content writer

Upwork.com | Remote

Sep 2022 - Present | Part-Time

As an experienced blog and content writer on Upwork, I specialize in creating engaging and compelling content that captivates readers and drives organic traffic. With a passion for storytelling and a keen understanding of SEO principles, I craft articles, blog posts, and website content that not only entertains and educates but also ranks high in search engine results. My writing style is versatile, allowing me to adapt to various niches and industries. Whether it's crafting informative how-to guides, thought-provoking opinion pieces, or persuasive product descriptions, I tailor my writing to meet the unique needs and objectives of each client. I conduct thorough research to ensure the accuracy and credibility of my content, providing valuable insights that resonate with the target audience. With a strong command of grammar, syntax, and attention to detail, I deliver error-free and polished work that reflects professionalism and expertise. I am also proficient in incorporating keywords seamlessly and organically to optimize content for search engines without compromising its quality or readability. Collaboration and communication are paramount to me. I prioritize open dialogue and actively seek client feedback to ensure that my writing aligns with their vision and requirements. I pride myself on delivering projects promptly, meeting deadlines without sacrificing quality.

### Educational History



### **Content Writing**

Ajira Digital

Nov 2022 - Nov  
2022



Academy

### **Content Marketing**

HubSpot

Nov 2022 - Present



### **ZOOM Digital Marketing & E-Commerce Training/Mentorship**

Ajira Digital

Oct 2022 - Nov 2022

## **Certifications**

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### **SEO II**

Hubspot

Mar 2023



### **ZOOM Digital Marketing & E-Commerce Training/Mentorship**

Ajira

Feb 2023

### **SEO**

hubSpot

Dec 2022



### **Content Writing**

Ajira

Nov 2022

## References

### kirkston kibebe

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KENYA

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## TOP WORKPLACE PERSONALITY STRENGTHS

Being Assertive	8/10	Trusting Others	8/10
Self-Control	8/10	Thinking Analytically	7/10