


Stanley G. Njoroge

Business Developer

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Versatile Business Developer and Digital Marketing Specialist with a track record of driving growth, enhancing brand awareness, and building online engagement. Proficient in social media management, content creation, web development, and graphic design. Skilled in crafting strategic marketing campaigns and delivering client-focused solutions. Committed to leveraging a diverse skill set to help businesses achieve sustainable growth and digital presence.

Professional Experience

2024/01 – present
Nairobi, Kenya

Brand Development, Social Media Strategy, Help With Mufasa

- Developed and executed tailored social media strategies, achieving a 40% increase in follower engagement and expanding the client's audience base across multiple platforms.
- Conducted in-depth market research and trend analysis, informing social media content to maximize relevance and drive interaction.
- Created high-impact visual and written content, contributing to a cohesive brand image and bolstering online presence through consistent, brand-aligned messaging.

2024/02 – 2024/08
USA

Graphic Designer & Appointment Setter, Morgan Auto Group

- Designed and produced promotional graphics for digital marketing campaigns, improving campaign engagement by 30% and enhancing the overall brand appeal.
- Managed appointment scheduling to optimize client interactions, resulting in a 15% improvement in appointment accuracy and customer satisfaction.
- Collaborated with the marketing team to support brand consistency, ensuring visual content adhered to company branding standards.

2021/10 – 2024/01

Content Creator, Web Developer, Social Media Manager, Fiverr – Freelancer

- Provided customized content writing, social media management, and website development services for clients, achieving an average satisfaction rate of 95%.
- Designed logos, social media graphics, and website elements to enhance client branding, contributing to a professional and cohesive online presence.
- Managed client social media accounts, including content planning, analytics tracking, and follower engagement, driving a 50% increase in user interaction for clients.

2019/09 – 2021/08
Embu, Kenya

Chief Executive Officer, Dangai Herbal Limited

- Directed business operations and developed strategic growth plans, increasing revenue by 30% and enhancing overall operational efficiency.
- Formulated and implemented sales and marketing strategies, resulting in a notable expansion of the customer base and brand recognition.

- Managed a team across functions, overseeing project delivery timelines, financial planning, and resource allocation to support long-term growth.

2018/05 – 2018/12
Nairobi, Kenya

Customer Assistance, Troubleshooting,
Alwafi East Africa – Tech Support

- Provided hardware and software troubleshooting, achieving a 90% resolution rate and ensuring effective customer service.
- Assisted clients with network and connectivity issues, improving overall user experience through prompt and efficient support.

Education

2016/01 – 2018/09
Salt Lake City, UT,
USA

Bachelor's Degree in International Business Management,
Bottega University

2013/05 – 2016/09
Juja, Kenya

Bachelor's Degree in Commerce, Majored in Marketing,
Jomo Kenyatta University of Agriculture and Technology

Core Skills

Business Development & Growth Strategy

Social Media Management & Digital Marketing

Web & Graphic Design (Logo, UI/UX, Branding)

SEO, SEM & Digital Analytics

Customer Relationship Management

Resume & Cover Letter Writing

Certificates

- NN/G UX Certification
- Google UX Design Professional Certificate
- Franklin Covey "7 Habits of Highly Effective College Students"