

Name: Openda Mitchel

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Personal Statement:

As a driven and creative individual with a passion for digital marketing, I am eager to leverage my skills and experience to contribute to the success of a dynamic organization. With a strong background in SEO research, social media management, and website development, I am confident in my ability to generate leads and build brand awareness for various clients.

Educational Background:

Strathmore University (2022 - Present)

- Degree in Business Information Technology: Expected graduation date - 2025
- Diploma in Business Information Technology (2022) - Graduated with Merit(Grade B).

Work Experience:

Head of Social/Digital Marketing at Zawadi Empire Texas, United States (Feb 2022 – Current)

Responsibilities:

- Write marketing copy for pages
- Conduct SEO research on keywords and topics
- Manage social media accounts on Facebook, Instagram, and Pinterest

Head of Digital Marketing at Brandkings Digital Marketing Agency (May 2021 - Current)

Responsibilities:

- Generate leads and drive website traffic
- Create marketing concepts and build brand awareness for the Company and its various clients

Achievements: [insert any specific achievements or contributions here]

Digital Marketing Analyst at Skillcat Texas, United States (Jun 2021 - Dec 2021)

Responsibilities:

- Create pages and do UI design for pages in Wix
- Write marketing copy for pages in Wix
- Conduct SEO research on keywords and topics
- Analyze Google Analytics data and create reports

- Write and design paid ads and analyze paid advertising data
- Manage social media accounts
- Conduct A/B tests using Google Analytics
- Achievements: [insert any specific achievements or contributions here]

Digital Marketer at Brandkings Digital Marketing Agency (Mar 2021 - May 2021)

Internship at Brandkings Digital Marketing Agency (Jan 2021 - Mar 2021)

Companies worked with as a digital marketer:

- Jacaranda Hotels Kenya (Nairobi, Elementaita, Diani, The Node)
- Dudi Resort
- Brandkings Digital Agency
- Africa Policy Journal
- Littlekings Apparel
- Ziri Kenya Tours & Travels
- Dental Smiles
- Galaxy Inn Hotel
- Dentmind Dental Centre
- New Muthaiga Mall
- Gigiri Box Park

Community Service Projects:

- Member of Vianas Roundtable (National Youth Group)
- Volunteer at Kenya National Library (Kenyatta)

Languages:

- Fluent in English
- Fluent in Swahili
- Basic knowledge of French(French 1 at Strathmore University)

Skills and Abilities:

- Technical skills: Proficient in Java and HTML; experienced in WordPress and Wix.
- Marketing skills: SEO research, social media management, lead generation, brand awareness.
- Communication skills: Excellent public communication skills, copywriting, podcasting, scriptwriting, and voiceover artist.

Hobbies and Interests:

- Rugby player
- Avid reader
- Blogging about marketing and digital media trends

