

**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 Vijnas 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

Based on your current CV, here are a few suggestions for things you could add:

**Achievements:** Consider adding some specific achievements from your previous roles, such as increases in website traffic, lead generation, or social media engagement.

**Relevant coursework:** Since you are currently pursuing a degree in Business Information Technology, it might be useful to list some of the relevant coursework you have completed or are currently taking.

**Certifications or courses:** If you have completed any relevant certifications or courses outside of your formal education, you could list those to demonstrate your commitment to continued learning and development.

**Projects:** If you have completed any notable projects outside of your work experience, you could list those to showcase your skills and abilities. For example, you could highlight a website you designed or a podcast you produced.

**Additional skills:** If you have any other skills that are relevant to the positions you are applying for, such as graphic design, video editing, or social media advertising, you could list those as well.

Remember to keep your CV concise and tailored to the positions you are applying for. Highlight the skills and experiences that are most relevant to the job you are applying for and showcase your accomplishments to demonstrate your value to potential employers.