

## MARYANNE CHEPKORIR

fostering transparency.

### SEO Specialist/Digital Marketer

With a strong foundation in sales, refined analytical skills, and an ever-growing passion for SEO and digital marketing, I'm primed to make a significant impact in the digital landscape. My goal is to create immersive online experiences that captivate audiences, enhance brand visibility, and drive organic growth.

### WORK EXPERIENCE

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#### **Globeflight Kenya - Digital Marketing/SEO Specialist** **(February 2023-October 2023 )**

- Conducting precise keyword research, on-page optimizations, and backlink strategies to achieve impressive organic rankings in the logistics industry
- Crafting engaging, SEO-optimized blog content and devised content marketing strategies for enhanced visibility.
- Creating Google Ads campaigns, social media strategies, and email marketing for lead generation and ROI.
- Leveraging data analytics for informed decision-making and A/B testing for conversion rate optimization.
- Collaborating closely with clients, delivering captivating SEO presentations and workshops.
- Transforming website, driving traffic, and generating leads, forging lasting client relationships built on trust.
- Enhancing website performance through technical SEO improvements and audits.
- Crafting social media/Email copies and performance marketing strategy
- Optimizing PPC campaigns, reducing costs and maximizing returns.

#### **Career Transition- Oct 2022-Dec 2022**

I transitioned to SEO and digital marketing, where I used my skills to optimize websites for better search engine visibility by gradually increasing site traffic

#### **Sky Garden, August 2020 - September 2022**

##### **Commercial Project Manager & Key Account Mgr:**

- Led high-performing teams, ensuring project success and client satisfaction.
- Strategically managed key accounts, driving revenue growth through innovative solutions.
- Excelled in negotiation, contract management, and cross-functional collaboration.
- Consistently met and exceeded sales targets while minimizing attrition.
- Proactively identified and mitigated business risks,

### PREVIOUS EXPERIENCE

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#### **Jumia Kenya (Jan 2019 - March 2020)**

Vendor Acquisition

### CONTACT

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- Kenya- +254706724909
  - maryannemutaic@gmail.com

### SKILLS

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#### **Hard Skills:**

- Digital Media
- Instagram Growth
- Google Analytics
- Email Marketing
- Content Management
- SEM
- PPC Advertising

#### **Tools and Software:**

- Google Analytics
- Hootsuite & Hubspot
- Semrush & Ahrefs
- Asana & slack

### EDUCATION

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Muranga University Bachelor of Science  
Procurement and supply chain management  
09/2014 - 08/2018  
Udemy-Beginner SEO to Advanced SEO-OCT 2022

### My Portfolio

**Blogs**-Wrote different blogs stories on different topics below;

<https://shorturl.at/duDO7>

<https://shorturl.at/cjxGQ>

<https://raymuraya.com/becoming-ray-muraya/>

**SEO**-Optimising user experience and website ranking for Globeflight -<https://globeflight.co.ke/>

### REFERENCES

- Brenda Waithera-0700564924(Head of Marketing **Globeflight Kenya**)
- Eric Mutisya-0724963750(Head of commercial Operations **Skygarden**)