



PROFESSIONAL SUMMARY

Dynamic marketing professional with three years of experience in developing and implementing successful marketing strategies. Proficient in market research, digital marketing, and campaign management. Skilled in leveraging social media platforms, content creation, and analytics to drive brand awareness and engage target audiences. Strong analytical and problem-solving abilities, with a track record of optimizing campaigns to achieve measurable results. Through continuous learning and a collaborative approach. I aim to establish myself as a respected professional and make valuable contributions to the business community.

EDUCATION

Daystar University

Bachelor's Degree in Marketing
2018-2023

Google digital skills Africa

Fundamentals of digital marketing
2023

Generation Kenya

Customer service skills
2021

SKILLS

- Consumer behavior understanding
- Brand development and management
- Digital marketing proficiency
- Social media marketing
- Content creation
- Data analysis and interpretation
- Advertising and promotional strategies
- Strong written and verbal communication
- Creative thinking and problem-solving
- Search engine optimization
- Search engine marketing

CERTIFICATIONS

- Bachelor Degree in Marketing
- Customer service skills certificate
- Digital marketing skills certificate
- Computer proficiency certificate

PROFESSIONAL EXPERIENCE

Customer Service Representative

Andika ORG ~January 2023 -May 2023

- Customer Support: Responding to customer inquiries, concerns, and complaints via various channels such as phone, email, chat, or social media.
- Problem Solving: Identifying and assessing customer needs or problems and finding appropriate solutions.
- Product Knowledge: Developing a deep understanding of the company's products or services to effectively address customer queries and provide relevant information or recommendations.

Social Media Manager

Alka Media ~January 2022 - December 2022

- Strategy Development: Developing a comprehensive social media strategy aligned with the company's goals and target audience.
- Content Creation: Creating and curating engaging and relevant content for social media platforms.
- Community Management: Monitoring and engaging with the online community by responding to comments, messages, and inquiries on social media channels.
- Social Media Advertising: Planning and executing paid advertising campaigns on social media platforms.

Branding Assistant Intern

Alka Media ~January 2021 - December 2021

- Brand Identity Development: Assisting in the development and maintenance of the brand's visual identity, including logos, color schemes.
- Market Research: Conducting research to gain insights into the target market, consumer behavior, and industry trends.