

SHEM OWINO

0792648205 

owinoshem95@gmail.com 

Digital Marketer , Software Developer,Graphics designer
kenya Nakuru City 

SUMMARY

Dynamic and results-driven Digital Marketer with hands-on experience in social media management, graphic design, video editing, and web-based marketing solutions. Proven ability to plan and execute targeted digital campaigns, boost engagement, and build strong brand presence across platforms like Facebook, Instagram, and LinkedIn. Skilled in content creation, analytics, and running paid ads, with an eye for design and storytelling. Also experienced in front-end and back-end development (HTML, CSS, JavaScript, PHP, MySQL), enabling the creation of seamless landing pages and performance-driven websites.

EDUCATION

Baringo National Polytechnic

Diploma in Information Communication
Technology 2021 – 2024

JM-Memorial Secondary School

Kenya National Examination Council 2016 – 2021

SKILLS

- Social Media Management
 - Graphic Design (CorelDRAW, Adobe Photoshop)
 - Video Editing (Adobe Premiere Pro)
 - Web Design & Front-End Development (HTML, CSS, JavaScript)
 - Back-End Development (PHP, MySQL)
- - Email Campaigns, SEO, Content Strategy
- Strong problem-solving and analytical skills, with a focus on delivering scalable solutions

CERTIFICATIONS

- Google Digital Marketing & E-commerce Certificate – Google / Coursera
- Meta Social Media Marketing Professional Certificate – Meta / CourseraHubSpot
- Google Analytics – Google Analytics Academy
- SEO Fundamentals – Semrush Academy / Moz

PROFESSIONAL EXPERIENCE

System Administrator

JLEVIS LIMITED. |

- Managed and maintained critical business software to ensure smooth operations.
- Conducted regular system updates and troubleshooting to
- Developed website and internal system
- managed the social media
- Monitored website traffic and generated reports to guide digital marketing strategies

Network and System Support

ICT Authorities |

Freelance Web & SEO ContributorUsername Properties

(project-based)assisted in the creation of the username property website, focusing on front-end development and user experience.contributed to seo strategy by optimizing on-page content, meta tags, and improving Google search ranking.