

# FRANCIS NJUGUNA NJUGUNA

DIGITAL MARKETER PROFESSIONAL

## CONTACT

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 Nairobi, Kenya

## SKILLS

- Social Media marketing
- Database Management
- Creating Email Marketing Campaigns
- Search Engine Optimization
- Budget oversight
- Proficient in Microsoft Office applications:Ms Word,Ms PowerPoint,Ms Excel.
- Customer Relations Management
- Team Leadership Skills
- Time Management Skills
- Marketing dynamics and techniques expert
- Full stack developer.
- Excellent interpersonal skills.

## EDUCATION

**Bachelor of Science in  
Software Engineering**

2019-2023

## REFERENCES

**Dr. Jotham Wasike**

Senior Lecturer, Kirinyaga University

Phone:+254725689152

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**Wilfred Kiprotich**

Software Engineer

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## PROFILE

As a dedicated and results-driven professional, my ambition is to join a dynamic institution as a marketer executive. With a solid background in marketing,search engine optimization and a passion for helping businesses acquire both physical and online presence, I aim to utilize my expertise in problem solving,critical analysis,investments strategies and excellent communication skills to convince clients and help maximize the organization profits.

## WORK EXPERIENCE

**Freelancer**

**2022 - present**

### ➤ Marketing Systems Development:

Built tailored management systems(e.g car and carpet wash management) with integrated reporting generation features to capture and analyze data for better business decision-making

### ➤ Web Development & Digital Solutions:

Designed and developed websites and web applications for clients across diverse industries, ensuring optimized user experience, functionality, and data security which thus driving customer engagement and conversions.

### ➤ Technical writing:

Developing user manuals, technical guides, and system documentation that enhances understanding of the system hence improving user experience to intended clients.

**ICT Officer, Kirinyaga County Government**

**June 2022 - Sept 2022**

- Technical support and training, by enhancing internal communications and efficient digital marketing campaigns.
- Digital marketing automation by handling customer segmentation, personalized messaging, and campaign scheduling.

## CERTIFICATION

Microsoft Learn Student Ambassador Peer to Peer Mentorship Program  
|| Sep2022-Dec2022

## LANGUAGES

English

Kiswahili