

STANLEY CHEGE THUITA

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PROFESSIONAL SUMMARY

Results-driven marketing professional with extensive experience in digital marketing, data analysis, and curriculum development for adult learners. Proven ability to design and execute effective digital marketing strategies, enhance student engagement, and foster strong client relations. Proficient in project management and employing various tools to optimize processes, coordinate cross-functional teams, and leverage data-driven insights. Passionate about empowering youth through technology and accessible education.

WORK EXPERIENCE

Data Collection Assistant

Generation Kenya | **Sep 2023 - Present** | Nairobi County, Kenya (Hybrid)

- Managed and analyzed data using Salesforce and Google Sheets, producing actionable insights to inform program enhancements and decision-making.
- Planned and executed successful marketing events, enhancing brand visibility by 25% and increasing participant engagement through effective communication strategies.
- Developed detailed reports and metrics to track progress and inform strategic decisions, improving ROI by 20%.
- Automated inventory management processes in Excel, reducing errors and improving efficiency for restocking.
- Created an automated budgeting app sent for review by the curriculum and instruction team to enhance financial literacy and data analysis training for Digital Freelance students.
- Utilized LinkedIn for the recruitment process, improving efficiency in sourcing sales agents.
- Developed engaging Instagram stories for Generation, contributing to brand awareness and audience engagement prior to the introduction of media consent policies.

Freelance Digital Marketer

Naro Moru River Lodge & Safari Beach Hotel | **Jan 2022 - Sep 2023** | Nairobi, Kenya

- Established and managed social media accounts, including TikTok and Facebook, creating content that significantly increased engagement and visibility.
- Reclaimed and optimized Google Business Profiles, enhancing local search rankings for Safari Beach Hotel and increasing online reservations.
- Conducted comprehensive website audits and keyword analyses using UberSuggest, leading to successful upgrades that improved the user experience and SEO performance.
- Led market research initiatives to automate client onboarding processes via Webflow and streamline communications across channels like Booking.com and social media.
- Developed marketing strategies for the annual rugby tournament, enhancing awareness and driving traffic to the hotel through the effective use of digital media.
- Created innovative marketing initiatives such as "Breakfast and Chill," allowing non-staying guests to enjoy services, leading to increased customer satisfaction and revenue.

Digital Marketing Executive

Destination Imagination Africa | **Oct 2024 - Jan 2025** | Gaborone, Botswana (Remote)

- Spearheaded the creation of targeted digital marketing campaigns, leading to a 20% increase in monthly link clicks and program enrollment.
- Utilized Monday.com for project management, effectively assigning roles to graphic designers and sales teams to optimize campaign execution.
- Managed the Destination Imagination website through WordPress, enhancing brand identity across all social media accounts that I also managed.
- Created and managed social media content to drive engagement and visibility, resulting in a 30% increase in social media followers.
- Managed email marketing campaigns, achieving a 15% increase in open rates and a 10% increase in conversions.

Digital Marketing Intern

Generation Kenya | **Feb 2019 - Jun 2019** | Nairobi, Kenya

- Conducted keyword research for on-page SEO optimization using tools like UberSuggest, which increased website traffic by 20% and improved search engine rankings.
- Developed engaging content for blogs and social media channels, enhancing overall engagement by 25%.
- Collaborated with the marketing team to analyze campaign performance metrics, refining strategies and maximizing effectiveness.

EDUCATION

Bachelor of Science in Mathematics

University of Nairobi | **May 2013 - Dec 2021**

KEY ACHIEVEMENTS

- Enhanced program outcomes at Generation Kenya by conducting thorough data analyses and reporting that supported strategic improvements.
- Successfully coordinated marketing efforts at Naro Moru River Lodge and Safari Beach Hotel, resulting in increased customer acquisition and program visibility.
- Implemented digital strategies through competitor analysis, leading to innovative marketing campaigns that boosted service offerings and hotel patronage.
- Developed and executed training programs for youth and adult learners in digital marketing, emphasizing practical skills and real-world applications.
- Fostered a supportive learning atmosphere as the regional lead for FreeCodeCamp, where I guided students in honing their programming and digital marketing skills, resulting in increased enrollment and engagement.

CERTIFICATIONS

- Nano Tips for Maximizing Excel with Mike Tholfsen (LinkedIn) - Issued Sep 2024
- Graphic Design Essentials (Canva) - Issued Aug 2024 | Credential ID: 541fad
- Emotional Intelligence Nano Tips with Selena Rezvani (LinkedIn) - Issued Jan 2023
- Excel: Creating a Basic Dashboard (LinkedIn) - Issued Jan 2023
- Certificate in Digital Freelancing (Generation Kenya) - Issued Dec 2022
- SEO Foundations (LinkedIn) - Issued Nov 2020
- Certificate of Language Ability (TrueNorth) - Issued Mar 29, 2025

VOLUNTEER EXPERIENCE

Regional Lead

FreeCodeCamp, Kileleshwa | **Jan 2021 - Present**

- Facilitate free training sessions on full-stack development and digital marketing, focusing on empowering youth and underserved communities.
- Create and manage a Facebook group for community engagement, providing resources, mentorship, and support for learners.

ADDITIONAL SKILLS

- Proficient with various video conferencing tools such as Zoom and Microsoft Teams for delivering virtual training sessions.
- Experienced in using Learning Management Systems (LMS) for curriculum delivery and participant assessment.
- Strong communication and interpersonal skills, with the ability to engage and inspire diverse audiences.

REFERENCES

Available on request.