

[Faith Nzivo]

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PROFILE SUMMARY

I am result-oriented digital economist who believes in the power of digital tools in solving complex problems. I have great passion and experience in Digital Marketing with the ability to drive brand awareness and revenue growth using proven digital marketing strategies, tactics, and tools to target your precise customer target to drive quality traffic to your business.

AREA OF EXPERTISE – DEMONSTRATED SKILLS

Strategy Formulation: Skilled at developing result oriented digital marketing strategy as evidence in my outcome during my course at the Digital Marketing Skill Institute. I developed a cost-effective digital marketing strategy for my personal online company.

Social Media Tools: Able to use cost effective and smart social media tools to manage, monitor and optimize social media engagement to drive off the chart result as practiced during my course at the Digital Marketing Skill Institute using tools like Hootsuite, Snip.ly and many more.

Social Media Ads: Can run effective social media ads and effectively target your exact target audience on various social media as implemented in my project at the Digital Marketing Skill Institute.

Customer Avatar and Research: Able to determine your customer avatar as this is the most important part of digital marketing – understanding who your targets are and when, where and how to target them to get results. Can run customer research using Alexa, SimilarWeb, Google AdWords and many other tools as trained and tested in the Digital Marketing Skill Institute.

Landing Page: Able to develop high converting landing pages using tools like Instapage to drive conversion and generate leads as implemented during my course at the Digital Marketing Skill Institute.

PROJECT ACCOMPLISHMENTS

1. I successfully developed the customer avatar for Lushreen Enterprises
2. I successfully worked with a team of developers to develop e-TIC app.
3. I successfully wrote engaging content for Lushreen Enterprises

INTERPERSONAL SKILL

Problem Solving – Able to use analytics to provide customer focused marketing solutions by measuring key performance indicators to draw our innovative solutions for implementation.

Communication – able to motivate others and generate a positive attitude to setting up new

procedures. I have worked, schooled and lived with people from different backgrounds and age, through this I have learnt to adapt to suit different audiences. Competent in report writing and presentation delivery, evident in work and educational experiences.

CERTIFICATIONS

March 2024: Diploma in Social Media Management and Advertising

Digital Marketing Fundamentals I learnt the fundamental principles that are required for any digital marketing success. I also learnt the power of applying digital marketing concepts across the marketing function in any business – integrating traditional and digital marketing strategies to maximize result.

Website Conversion Funnel I learned about website conversion rate and usability. Also learnt how to architect a “conversion funnel” that gives businesses exactly what they want: MORE customers that are MORE valuable, all while spending LESS to acquire them.

Content Writing and scheduling I learnt how to create engaging content using key words to attract readers. I learned how schedule content posting on Facebook and Instagram

WORK EXPERIENCE

Sept 2017 – Jan 2021: Content Writer and Researcher

I was freelancer academic writer and research who handled countless of assignments. My key assignments were around business and marketing content development.

Oct 2023-Date: Marketing Specialist

In this role, I am responsible for ensuring that products processed in the Etic factory find market. These are value added agricultural products. I have created both offline and online customer base for the products. Currently, I have onboarded 15 hotels in the town buying the products and we are in a process of developing an app to link to other customers.

ACADEMIC QUALIFICATION

2014-2018 Jomo Kenyatta University of Agriculture and Technology |B.S.C In Agricultural Economics and Rural Development

INTERESTS

Sport: Long Distance Race, Learning and practicing digital marketing strategies, Listening to both political and business News, Travelling and meeting new people, Electronic and computing gadgets

REFEREES

Maureen Mutinda, Lushreen Enterprises, Mobile: 0715355757

Cecilia Kuchal, Etic Millers Limited, Mobile: 070382541