

# COLLINS M. NJERU

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## DIGITAL MARKETING SPECIALIST / SOCIAL MEDIA MANAGER/ VIRTUAL ASSISTANT

Rich professional experience of 5+ years in spearheading online marketing/branding operations for corporates and businesses within high pressure environments. Solid background in Interactive Media Design and Digital Marketing

An All-round results-oriented Digital Marketing Specialist with proven track record of driving strategic digital and sales milestones for clients within medium sized to large organizations. Possesses extensive industry expertise in creating and implementing marketing plans, managing advertising budgets, and coordinating marketing operations, consistently overachieving marketing and branding goals. Highly experienced in Social Media Management, Facebook Ads, Google Ads, Content Creation, SEO, Analytics, Website Management, and Graphics & Design. Empathetic and performance-driven with excellent critical thinking, good planning and analysis skills; accustomed to working in fast paced business environments.

## CORE COMPETENCIES

Digital Marketing ▪ Virtual Assistance ▪ Social Media Management ▪ Search Engine Optimization ▪ Video Editing ▪ Content Creation  
▪ Social Media Strategy ▪ Graphic Design ▪ Canva ▪ YouTube SEO ▪ SEO ▪ SMM ▪ Google Ads ▪ Facebook Ads ▪ Product Development Lifecycle ▪ Process Improvement ▪ Performance Monitoring Coordination ▪ Cross-functional Team Leadership ▪ Content Scheduling ▪ Reporting & Analysis

## PROFESSIONAL EXPERIENCE

### Evolving CEO (Remote)

January 2022 – Present

#### Digital & Website Manager/ Virtual Assistant / Social Media Manager

- ▶ Crafted and executed data-driven digital marketing strategies that encompassed content creation, SEO optimization, and social media management
- ▶ Provide essential administrative support by managing schedules, appointments, and task management
- ▶ Analyze data to identify trends and opportunities for optimization of digital marketing initiatives
- ▶ Develop reports on key performance indicators (KPIs) to measure the effectiveness of our strategies
- ▶ Craft and execute effective email marketing campaigns, increasing open rates, click-through rates, and revenue from email marketing.
- ▶ Create engaging and SEO-optimized content for various platforms, including blogs, social media, email campaigns, and website content.

### Xten Systems inc. (Remote)

January 2021 – Present

#### Digital & Website Manager/ Interactive Media Designer

- ▶ Calculated best practices to obtain the maximum return on investment through clicks, opens, and overall customer engagement attaining a 10% CTR avg in all campaigns
- ▶ Developed and executed various social media, SEO and SEM initiatives, thereby increasing traffic and leads by over 700% within 6 months
- ▶ Increased monthly organic website traffic by 30% using inbound marketing techniques like blogging, article writing, and creating hubs on social media sites
- ▶ Responsible for converting existing accounts to digital revenue consequently exceeded objectives for retention and increase of customer revenue during first full campaign
- ▶ Oversaw the development and implementation of new processes to improve efficiency increasing productivity by 20% annually
- ▶ Generated reports on social media and digital campaigns to demonstrate ROI and provide insights for strategies to utilize in the future

### Las Vegas Media Inc, Remote

Dec 2020 – Dec 2021

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**Media Buyer/Affiliate Marketing Specialist | Interactive Media Designer**

- ▶ Developed new Paid Search strategy and directed execution of PPC campaigns that resulted in 109% improvement in paid search traffic and 151% improvement in conversation rate every month.
- ▶ Manage a daily digital budget ranging from \$35k to \$50k in Paid Search advertising and bulk sms affiliate marketing consistently exceeding the sales goals month after month
- ▶ Secured a stable revenue of \$100k+ in 12 consecutive months utilizing CPC/CPM media buying verticals such as popular marketing, Addicted Affiliates, and ClickBank
- ▶ Utilized A/B testing and multivariate analysis to improve Click Through Rate(CTR) of all campaigns thereby maintaining a 150% Conversion Rate above peers
- ▶ Slashed operations cost within the marketing budget by researching and implementing strategic value propositions in all marketing contents, thereby optimizing campaign delivery and reduced carrier blocking in all A2P Routes
- ▶ Identified & Managed Partnerships with both internal and external performance marketing team, multiple service vendors, and media buyers, resulting in improved operational efficiency
- ▶ Enhanced performance monitoring of various marketing projects by tracking and generating expense and revenue reports on a daily basis, contributing to improved teamwork and project success
- ▶ Created content and graphics on 6+ SMS brands, utilizing effective optimization and scheduling techniques to manage the brands socials including engagement and community management

**Thermoteq Limited, Nairobi, KE****September 2019 – October 2020****Digital Marketing Manager**

- ▶ Conducted keyword and competitor research; explicated Google Analytics data, wrote and optimized blog content, growing website traffic by 173% within 3 months
- ▶ Manage and coordinate the creation of marketing collateral and content including social media, websites, newsletter and emails, using appropriate design and marketing tools
- ▶ Optimize web user experience by conducting regular A/B testing within targeted geographic markets increasing quality leads in sales funnel by over 200%
- ▶ Utilized insights on Google Analytics for conversion optimization and to provide insight into social media ROI resulting in
- ▶ Generated content calendar and devised ways to increase fan engagement resulting in 10k+ new likes within 1 year, driving increased referral traffic to the corporate website
- ▶ Built email database from 1,200 to 10k+ using strategic email lead capture landing pages, growing email CVR from 2% to 7%

**Indepth Research Services, Nairobi, KE****March 2019 – August 2019****Interactive Media Designer | Digital Marketer**

- ▶ Developed a 6 month marketing strategy for social advertising, display advertising and affiliate advertising resulting in 100% Campaign KPI Achievement
- ▶ Generated SEO friendly and industry relevant content, infographics, and presentations for blogs, web 3.0's and client websites
- ▶ Managed the development, implementation, monitoring, tracking and optimizing of PPC campaigns such as Google AdWords, Social Media Marketing
- ▶ Improved the usability, design, content and conversion of the company website, streamlining customer user experience and better feedback
- ▶ Boosted the sales of corporate training courses by 30% through creating and implementing innovative marketing strategies such as Social Media Campaigns

**RELEVANT EXPERIENCE – FREELANCE PROJECTS****BoltInteractiv | Digital Marketer**

- ▶ Launched and optimized lead-generation online marketing campaigns resulting in a yearly growth of 246%
- ▶ Freelance content creation for various private firms in digital platforms; Twitter, LinkedIn, Instagram, Facebook, Google Ad sense Achieving 100% Results in every project done
- ▶ Worked collaboratively with clients and business managers thereby supporting new and existing locations in marketing efforts

- ▶ Led the integration of promotional and branding information into the companys print and digital footprints for several freelance clients.

## EDUCATION & CERTIFICATIONS

### **Bachelors of Technology in Interactive Media Design**

Technical University of Kenya, Nairobi Kenya

### **Certificate in Digital Marketing**

Google Inc.

## INDUSTRY KNOWLEDGE & SKILLS

HubSpot | Wordpress | Active Campaign | Mailchimp | Hootsuite | RankActive | Yoast | Woocommerce | Facebook Pixel | Google Analytics | Audience Segmentation | Adobe Suite | Canva | Figma | Slack