

KELVIN NDOMA MUTUA

DIGITAL MARKETER | WEB DEVELOPER | MATHEMATICIAN

SUMMARY

Experienced digital marketer with a strong software development background. Skilled in crafting and optimizing strategic digital campaigns across SEO, PPC, social media, email marketing, and content marketing. Proficient in lead generation, analytics, and performance measurement to drive business objectives and enhance brand visibility.

AREA OF EXPERTISE

- Digital Marketing Strategy
- Campaign Management
- SEO/SEM
- PPC Advertising
- Google Analytics
- Social Media Marketing
- Email Marketing
- Content Marketing
- Lead Generation
- Landing Page Optimization
- Web Traffic Analysis
- Performance Measurement (ROI and KPIs)
- Collaboration and Cross-functional Teamwork
- Digital Advertising
- Market Trend Analysis

Digital Marketing Tools (Google Ads, SEO Tools, Social Media Management Platforms)

Full stack website developer

HTML, Javascript, Ruby on Rails, React js , Next Js, Typescript, CSS, postgresql etc

KEY ACHIEVEMENTS

- Boosted Engagement: Increased email marketing engagement by 30% in 3 months.
- Global Campaign: Ran ads in 100+ cities, generating 2,000+ leads in a month.
- Revenue Growth: Achieved a 75% revenue increase in 2.5 months through targeted SEO.

PROFESSIONAL EXPERIENCE

The Burns Brothers (USA) Oct 2023- Ongoing | Digital marketing specialist

- Manage and optimize email marketing and paid ads campaigns.
- Conduct SEO audits and implement optimization strategies.
- Utilize Google Analytics 4 for tracking and reporting.
- Develop and execute social media marketing strategies.
- Craft compelling copy and optimize content for digital channels.
- Implement A/B testing to improve campaign effectiveness.
- Run targeted ad campaigns focused on maximizing ROI.
- Deliver comprehensive reports and strategic recommendations based on campaign performance and market trends.

Simbisa Brands Kenya Limited (Nov 2021-Nov 2022) Store Coordinator (Dial a delivery)

- Provided excellent customer service by analyzing sales data, using POS systems, resolving issues promptly, and ensuring reliable deliveries.

EDUCATION

Social Media College–Australia

Sept 2023– Dec–2023

Digital Marketing Intensive Course

Moringa School– Kenya (certificate)

Nov 2022– July 2023

Software Engineering (Full stack software developer)

Karatina University –Kenya (Degree)

Aug 2017– Dec2021

Bachelor of Science With Education (Applied Mathematics and Physics)

Second class with Honors upper division