

Stephanie N Mwakuni

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Institution (year awarded)	Degree(s) or Diploma(s) obtained:
Loughborough University	Master of Science in Marketing
Loughborough University	Bachelor of Arts in Graphic Communications
Loughborough University	Foundation degree in Graphic Design
Chartered Institute of Marketing - CIM	Digital Customer Experience and Innovation in Marketing Level 6
Digital Marketing Institute	Search Marketing and Content Marketing Course

1. Language skills: Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
English	1	1	1
Swahili	2	2	3

2. Membership in professional bodies and other key appointments:

- Member of the Digital Marketing Institute
- Chartered Institute of Marketing - CIM

3. Core competencies: Digital Marketing, Seo Marketing, Website Management, Global Development, Integrated Communications, Digital Research, Social Media Management/Analysis, Project Management, Digital Content Development, Google Analytics, Digital Marketing Research, Paid Acquisition Strategy/Execution, Content And Affiliate Marketing, Ux Design, Crm Management, Mailchimp, Drupal, Wordpress, Indesign, Hubspot, Salesforce, Ai Integration, Adobe Creative Suite, HTML/CSS, Screaming Frog, Ahrefs

4. Present position: Independent Consultant

5. Key qualifications:

- **A dynamic communications and digital marketing consultant with 5 years of experience** working in both B2B and B2C settings in various fields and regions with the aim of strategic growth and corporate development.
- Adapt to growing and managing teams focused on understanding each individual's capabilities and enabling them to excel in that expertise in order to contribute to the client's growth.
- Managed complex projects, developed integrated communications campaigns, and nurtured client relationships.
- Natural communicator with a talent for inspiring and mentoring cross-functional teams and successful delivery and growth in a range of markets, from international businesses to start-ups.
- Significant technical **expertise in using digital marketing, and analytics platforms** such as Hubspot, Salesforce, and Google Analytics.

Gained work experience from these various regions: UK, US, AUS, NZ, KEN, GEN

6. Professional experience

Dates	Company	Location	Position	Description
July 2023 to Present	Zignify Global Product Sourcing	Germany and Singapore	Head of Marketing and Partnerships - Consultant	<ul style="list-style-type: none"> ● Achieving an increase of 20% in partner and client engagement and conversion rates within the first month through targeted communication and meetings corporate collaborations. ● Finding initiatives in the market to raise brand awareness through corporate partnerships with start-ups and Fortune 500 companies. ● Implement ads and media buying strategies that lead to a 30% increase in client/influencer engagement and a 15% increase in lead generation within the first month. ● Improve team performance by 15% through Google Analytics targeting, media buying, lead magnet campaigns, and SEO optimization drove an increase in client calls and new leads based on statistics, link building, and content optimization that increased the SERP ranking. ● Managing a team of communications specialists including training to implement an effective strategy leading to an increase in productivity by 65% on content/ design development. ● Leading the digital research, marketing, social media analysis, and content planning, that is data and insight driven leading to 30% growth in online engagement.
Aug 2023 to Oct 2023	Africa Practice - Africa Climate Summit	Kenya	Communications Consultant - Digital Marketing	<ul style="list-style-type: none"> ● Oversaw long-term growth strategies to build capacity, infrastructure, and relationships for effective digital communications targeting specific audiences leading to a 65% increase in awareness. ● Collaborating with the communications team to prepare and execute a smart regional digital strategy to raise awareness about the Africa Climate Summit. ● Managing and designing an ongoing program of message testing, content creation, targeted advertising, organic digital content, and social media monitoring to amplify strategic communications and outreach efforts in Africa. ● Supporting and empowering national digital leads and partners across multiple African countries for effective audience targeting on climate issues. ● Creating, refining, and executing campaign concepts and materials in collaboration with content creators, partners, freelancers, and consultants during and after the summit. Results: 1,450,000 Digital reach, 4,670,000 Media reach, 250,000 in Print Reach.

October 2022 to July 2023	Journey Global Business Plans	USA	Content and SEO Manager	<ul style="list-style-type: none"> Managed and optimized various marketing channels, including content teams and social media teams, in order to drive audience growth and maximize MRR growth. Develop and execute comprehensive SEO strategies, leading to an impressive 5% rise in organic search traffic and a 7% boost in revenue within six months of joining Journey. Writing copy/reports for various stakeholders with the aim of customer retention, leading to a 25% increase in click-through rates (CTR) and a 20% boost in keyword rankings for high-priority pages. Lead, planned, executed, and analyzed site audit performance with results driving an 11-10 increase in website traffic and a 5-5 rise in revenue over 12 months period. <p>Simplified on-page optimization strategies by 20% while increasing organic traffic by 15% year on year.</p> <ul style="list-style-type: none"> Leverage budget tracking initiatives to enhance communication through a monthly budget of \$5000 monthly to various languages and regions to increase digital traffic resulting in a 40% increase in SAC and 20% increase in successful negotiations and partnership agreements. The growth strategy required A/B testing to solve the pain points due to lack of understanding.
April 2021 – October 2022	The Karen Hospital	Nairobi, Kenya	Digital Marketing Executive	<ul style="list-style-type: none"> Managed paid ads which increased engagement by 10% through identifying pain points with over \$5000+ spent on ads. Executing wellness outreach campaigns and charity fundraisers to promote health initiatives and raise awareness about various health issues in children with heart disease. Google Ad words/ GA4: Generating campaigns with advertisement strategies that are optimized based on a local SEO strategy with a clickthrough rate of 15% generated through personalized communication, behavior-based campaigns, etc. Optimized website pages with relevant keywords and improved formatting and readability, decreasing bounce rate from 62% to 34% and increasing click-through rate from 2% to 12%. (This included basic HTML/ SEO and CSS to improve site readability and indexability). Conducted parallel (A/B testing) adverts to ensure sales and marketing funnels are optimized through lead generation adverts with a 100% ROI in the first month through return customers. Event management and content creation, maintaining customer engagement throughout the various platforms.
January 2020 – November 2020	Kenya Society of Physiotherapists (KSP)	Remote	Communications Manager	<ul style="list-style-type: none"> Developed digital 4 training materials for the members of KSP on social media presence and communication. Designed, and developed a website and webpages for the committee with detailed descriptions of the purpose and agenda of the organization.

				<ul style="list-style-type: none"> Generated live and interactive web links for various digital events. Delivered measurable results, including a 30% increase in website traffic and a 20% increase in lead generation, resulting in substantial revenue growth. Achieve a 20% increase in stakeholder engagement and conversion rates within the first six months in preparation for regional KSP annual events.
January 2021 – March 2021	Kenya Revenue Authority	Nairobi, Kenya	Stakeholder Engagement and Government Relations	<ul style="list-style-type: none"> Collaborated with the SEEM Division in the execution of strategic initiatives from conception to implementation. Analyzed and generated a status issue matrix. Monitored sector-specific issues and ensured timely execution that strengthened relationships with stakeholders. Planned and facilitated all administrative and logistical events. Prepared and submitted monthly reports that elaborated on stakeholder communication events both internally and externally.
September 2018 – December 2019	MAAN Logistics	Remote	Freelance Digital and Brand Consultant	<ul style="list-style-type: none"> Designed and developed visual assets for print, web, and social media content using Adobe Suite. Designed, developed, and implemented short and long-term result-oriented solutions for communications projects and training programs. Advised on the implementation of a marketing campaign for the regional headquarters and distribution centers at strategic locations, leading to better supply chain management, reduced costs, and enhanced operational efficiencies.

References:

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