

Stephanie Nthenya Kioko

Nairobi, Kenya

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Professional Summary

Results-driven Social Marketing Specialist with over 3 years of experience developing and executing successful digital campaigns tailored for local and international markets. Proven ability to drive brand awareness, engagement, and conversions by leveraging data-driven strategies across social media, content creation, and paid advertising. Adept at creating localized, engaging content that resonates with Kenyan audiences, analyzing campaign performance, and optimizing paid social campaigns for maximum ROI.

Core Competencies

Social Media & Content Strategy

- **Social Media Management:** Facebook, Instagram, X/Twitter, LinkedIn, YouTube
- **Paid Social Advertising:** Meta Ads, Google Ads (PPC)
- **Content Strategy & Creation:** Blog Writing, Social Media Narratives, Storytelling
- **Video & Design:** YouTube Video Editing, Heygen, Capcut, Canva, Figma, Gamma
- **Community Engagement:** Customer Complaint Handling & Resolution

Analytics & Marketing Tools

- **Marketing Tools:** Meta Business Suite, Hootsuite, Google Analytics
- **Data Analysis & Reporting:** Google Data Studio, Power BI, Excel
- **Performance Tracking:** ROI Optimization, \$A/B\$ Testing, Performance Tracking

Digital Marketing & Branding

- **SEO & SEM:** Keyword Research, On-page SEO
 - **Brand Strategy:** Brand Strategy Alignment, Branding & Identity Design
 - **Email Marketing:** Campaign Design, Email Campaigns
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Professional Experience

Digital Content Writer | Digital Qatalyst, UAE (Remote) | 2022–Present

- Create engaging, accessible blog posts and social media narratives, translating complex technical concepts for diverse audiences.
- Develop compelling visual and video content for campaigns using creative tools including **Canva, Heygen, Gamma, and Figma**.
- Monitor, analyze, and report on content performance using tools like Hootsuite and Meta Business Suite to track engagement and inform strategy.
- Manage daily content calendars to ensure a consistent brand voice and high-quality messaging across all platforms.
- Author SEO-driven content for digital platforms to improve search engine rankings.

Digital Marketing Specialist | Upwork Freelancer | 2019–2022

- Designed and executed multi-channel social media strategies, leveraging paid social campaigns (Meta Ads) to significantly increase web traffic and drive conversions.
- Managed and optimized paid social and PPC campaigns on Google Ads, implementing data-driven adjustments to achieve measurable improvements in ROI.
- Enhanced social media engagement across platforms by developing targeted content and executing strategic campaigns.
- Collaborated with clients to ensure brand strategy alignment, creating branding materials and user-friendly websites to maintain brand consistency.
- Conducted thorough keyword research to inform content strategy and implement effective on-page SEO techniques.

IT Support and After Sales Support | EGATEE (K) LTD, Nairobi, Kenya | Jan 2018–Aug 2022

- Managed community engagement by handling customer complaints and inquiries, providing effective solutions to ensure timely resolution and customer satisfaction.
- Prepared and analyzed daily sales reports using Excel and Power BI, contributing to data-driven decision-making for the sales team.
- Conducted training and onboarding for new staff, demonstrating strong interpersonal and communication skills.

Education & Certifications

Digital Marketing and AI Diploma | Techsavanna software Institute | Ongoing

Digital Marketing Certificate | Aleph Group | Graduated: Nov 2023

Bachelor of Science in Business Information Technology (BBIT) | University of St. Paul's, Nairobi | 2012–2016

-Certification: Digital Marketing Ads Management

-Certification: Data Analytics - Power BI

Additional Information

- **Languages:** Fluent in English and Swahili
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Referees

Martin Wambugu

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