

Grace Malala CV

SOCIAL MEDIA MARKETER/MANAGER

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SKILLS

Social media management: Ability to create and manage social media accounts, create content, and engage with followers

Knowledge of SEO and SEM strategies, including keyword research & content optimization

Ability to measure and analyze social media and digital marketing campaigns, and present insights and recommendations

Knowledgeable in computer applications such as MS Word, Excel and Outlook

Commendable & effective written and verbal communication

Ability to tell compelling, persuasive data driven stories

Flexibility to adapt to changing business needs and shifting priorities.

Ability to work independently and in a team.

Basic design skills using Canva

ABOUT ME

A seasoned Social Media and digital marketer, passionate about using innovative strategies and cutting-edge technology to connect brands with their target audience. With 3+ years of experience, I've honed my skills in creating, managing content and running successful digital marketing campaigns.

I've had the opportunity to develop campaigns that have driven impressive results, including increased website traffic, higher conversion rates, and improved customer engagement.

Overall, I'm passionate about using my skills and experience to help businesses stay ahead of the curve and achieve their marketing goals.

WORK EXPERIENCE

Social Media Marketer

Dotwood Designs - November 2022 – June 2023 (MATERNITY COVER)

- Developing and executing a social media strategy
- Creating and curating content for all social media platforms, including Facebook, Instagram, and LinkedIn
- Monitoring social media channels for trends, feedback, and customer inquiries, and responding in a timely manner
- Analyzing performance metrics and adjusting social media strategies accordingly to improve engagement and conversion rates
- Manage social media advertising campaigns i.e. targeting, budgeting, and optimization

Achievements:

- ✓ I have increased social media followers by 40% in six months through a targeted content strategy
- ✓ Achieved a 50% increase in brand awareness and engagement
- ✓ Improved social media customer response times by 75% through a streamlined social media customer service process

HOBBIES

Writing / Blogging

Researching and reading new topics

Exploring new places for new ideas

Digital Marketing Manager

Phenom Digital - November 2020 – October 2022

- Managed all public social media profiles for various brands
- Coordinated the online marketing calendar with cross-functional partners
- Wrote creative copy and briefs for online marketing campaigns with timely delivery
- Managed all art, graphics, website updates, ad creation, and content creation timelines
- Identified and implemented improvements to content and lead generation
- Created engaging content relevant to the company's goals and target customers
- Collaborated with the design team to ensure high-quality visual elements results
- Conducted market research, growth projections, and consumer trends
- Consistently published content to maintain a 100% presence in the digital space
- Measured and compiled performance reports using the Google Analytics program
- Brainstormed new and creative growth strategies

Achievements

- ✓ Built a large social media following from 10% to 70% that is now generating a large number of leads for a client's brand's product
- ✓ Increased website traffic by 10% within six months
- ✓ Improved the engagement rate on Instagram & Facebook from 3% to 20% in the 1st 3 months
- ✓ Increased lead generation by 20% through email marketing

REFERENCES

Office Administrator & Social Media Manager

Wexer Brand - January 2019 - April 2020

- Oversaw the day-to-day operations of a dynamic design company, including inventory management and customer service
- Managed the CEO's documents, forms, emails, and calendar
- I was in charge of ordering office supplies and ensuring they didn't run out without my knowledge
- Maintained and updated the client database, records, and email lists
- ✓ Maintained a 96% customer service satisfaction rate during a 12-month period

Social Media Management

- Developed the first effective social media content strategy and oversaw all online activities
- Wrote, edited, and published blog posts
- Managed online communications and shared posts on social media platforms
- Engaged in consistent interactions with clients, visitors and fans
- Analyzed and reported on social media performance across all platforms
- ✓ Increased blog traffic by 60% in one year

Book Keeping

- kept track of all financial transactions through Petty Cash entries for all receipts, payments, and other financial activities
- Prepared financial reports for assessment and strategic growth planning
- Generated, issued, and followed up on invoices to ensure they were paid on time
- ✓ I was able to help cut costs by budgeting and advising on financial adjustments and spending

EDUCATION

2015 – 2018

Jaramogi Oginga Odinga University of Science and Technology

CERTIFICATION

Fundamentals of Digital Marketing – Google Garage

Comprehensive Digital Marketing - Skillshare

Available upon request.