



KIOKO MWINZI

Social Media & Digital Marketing Specialist

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PROFILE

Results-driven digital marketing professional with expertise in SEO, digital advertising, product positioning, CMS, and data analytics. Adept at developing go-to-market strategies, optimizing brand visibility, and leveraging performance insights to drive growth. Skilled in cross-functional collaboration across both global and local markets. Expert in all popular social media technologies, AI-driven marketing solutions, and community-impact initiatives.



EDUCATION

Brigham Young University	2024-2027	BSc. Applied Business Management
Masinde Muliro University of Science & Technology	2015-2019	BSc. Computer Science
Lenana School	2011-2014	Kenya Certificate of Secondary Education (KCSE)



EXPERIENCE

Dec 2024 - To date
MoreGood Foundation

Social Media Specialist Intern.

- Wrote and optimized more than 400 articles across websites that increased organic traffic by more than 400% in under six months, and pushed 1500+ keywords into Google's top 10 rankings.
- Analyzed all the brand's platforms, processing 500+ data points monthly and delivering reports that improved campaign performance and decision-making accuracy by more than 65%.
- Mentored 8 interns on the best SEO strategies that increased websites' authority score by more than 75% in 2 months.

Jan 2022- June 2024
Nesra Technologies-Start-up

Founder & Digital Marketing Lead

- Launched a start-up funded by grants that supported more than 50 SMEs to establish and improve their online presence by more than 75%.
- Conducted market research and competitor analysis for product launches leading to increased campaign performance by up to 30%.
- Created high-quality content (blogs, social posts, product pages) that improved client engagement and delivered a 20-50% increase in organic reach.

Feb 2020 - Nov 2024
Digital Nomad

Freelance Copywriter & SEO Specialist

- Delivered high-quality content writing projects that achieved 95%+ client satisfaction resulting in repeat contracts and consistent 5-star ratings.
- Conceived and executed top SEO strategies that increased clients' organic traffic by 20-45% and boosted page rankings.
- Produced conversion-driven copywriting for websites, ads, and landing pages that increased click-through rates by 25-40% and improved overall lead conversions.



SKILLS

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|---------------------|-----------------------|--------------------|
| • Campaign Planning | • Market Research | • Data analysis |
| • Brand strategy | • Competitor analysis | • SEO Fundamentals |



CERTIFICATIONS

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|--|---|---|
| • Meta Certified Digital Marketing Associate | • Digital Marketing Certificate
Brigham Young University | • Google Data Analytics
Coursera 2024 |
| • Google AI Essentials
Coursera 2025 | • Email Marketing Certificate
HubSpot | • Google Ads Display & Video
Skillshop |