



Digital Media Strategist

WAMBOI KAY - RESUMÉ

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Having worked for Kenya's leading Ecommerce site (jumia.co.ke), ran a personal blog and worked at a digital agency, I have been able to nurture my digital skills.

With years of experience in digital marketing and storytelling, I have directed cross-channel improvements and delivered dynamic analytical support. I effectively share brand stories online and push products.

Throughout my career, I have been acknowledged as a goal-focused professional consistently committed to exceeding company objectives and driving aggregate marketing efficiency. Demonstrating a commitment to sales growth and follower acquisition, I was recognized by executive leaders for innovative technical and marketing usage.

Regards,

Wamboi Kay

Digital Consultant

Nendo

March 2017 - Present

Community & Content are the pillars of the web. As a strategic storyteller, I shape the direction of content for Nendo and their clients. I handle a great portfolio of clients and challenges across the African continent. I have also supported a project by the USAID & ran an online advocacy project for media personality Janet Mbugua.

Achievements

Growing communities to engage with brands through innovative new features like Facebook events & Instagram stories.

Project Manager

Blankets & Wine

January 2017 - February 2018

Most notably, I was responsible for managing teams for Africa's premier music festival in the inaugural event in Kigali, Rwanda & digital content creation for their 2017 summer edition in Uganda. Locally, I was responsible for online ticket sales and also curated a Made In Kenya pop up store. I launched digital comms for their new brand Africa Nouveau.

Achievements

Unique hashtag was used by 2000+ during an event. I was also able to achieve my KPI of online ticket sales.

Digital Account Manager

Brand 2D

March 2016 - December 2016

I was responsible for digital marketing proposals, launching campaigns & generating reports for online campaigns. I also proactively identified & pursued opportunities to enhance involvement and contributions to client accounts, team & agency. Clients I include Beiersdorf & OiLibya.

Achievements

I successfully launched social pages and campaigns for my accounts in Ghana and Nigeria markets. I was also able to increase newsletter subscriptions for my client in three markets.

Fashion Editor & Community Manager

Jumia Kenya

December 2014 - March 2016

I drove strategic decisions of the business including assortment growth, sourcing, weekly commercial planning & implementation with other teams. I also reported on social media analyses & the effectiveness of strategy, ensured consistent growth of reach & engagement of customers.

Achievements

Successfully on boarded designers & launched local designer page, came up with successful campaigns and introduced photoshoots that doubled the buying rate through newsletters. Led the customer service team through cross selling.

EDUCATION

Africa Nazarene University

Sept 2010 - Dec 2015

Bachelor of Arts in Mass Communication

Print Major

Loreto Convent Valley Road

Jan 2006 - Oct 2009

K.C.S.E.



REFERENCES

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Chief Marketing Officer

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