



Rosemary Peters

Digital Marketing Executive | Business Driver

ABOUT ME

A dynamic, results-oriented & highly experienced digital marketer with a **proven track record of crafting innovative strategies and executing impactful strategist & campaigns**. Offering over 3+ years of expertise in developing campaigns to drive feasible growth and profitability for organizations across diverse **industries within the East African market**.

CONTACT ME

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(254)712 474 681

behance:

<https://www.behance.net/rosewawera>



Core competency

Adobe Photoshop	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Adobe Illustrator	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Adobe Premier pro	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Google Analytics	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Google Optimization	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Word Press	<div style="width: 100%;"><div style="width: 100%;"></div></div>
SEM & SEO optimization	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Social Media Campaigns	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Web Analytics	<div style="width: 100%;"><div style="width: 100%;"></div></div>
E-mail Marketing	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Content Marketing	<div style="width: 100%;"><div style="width: 100%;"></div></div>
RavenTools	<div style="width: 100%;"><div style="width: 100%;"></div></div>
HTML	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Ai video Editing	<div style="width: 100%;"><div style="width: 100%;"></div></div>

JOB EXPERIENCE



ADMIN & DIGITAL MARKETER EXECUTIVE

Space Master Properties Limited.



2023-Present

Independently designed & developed Website & SEO Project:
www.masterpowergroup.com www.spacemaster.co.ke

Revenue Growth: Over the course of employment, together with the organic digital marketing efforts, was able to contribute to a revenue increase of almost **Kes 280 million** for the organization, representing a significant return on investment to the company.

Sales Growth: Organic channels accounted for approximately **80% of total sales** during the campaign period, demonstrating the effectiveness of my strategies in driving conversions and customer acquisition.

Improved Organic Visibility: The client's website experienced a substantial increase in organic search rankings, resulting in higher visibility and traffic from relevant search queries. With **2.18K organic total impressions within the first 3 months**.

Digital Marketing Role:

- **Develop and implement comprehensive digital marketing** strategies to enhance online presence and brand awareness for Habitat Medical Suites & Residences.
- **Create engaging and relevant content for various digital platforms**, including social media, blogs, and email campaigns, to attract and retain target audiences.
- **Conduct market research and analyze data** to identify trends, customer preferences, and competitor strategies, informing ongoing digital marketing initiatives.
- Collaborate with cross-functional teams to coordinate **integrated paid marketing campaigns** and ensure a cohesive brand message across all channels.
- Utilize **analytics tools to measure and report** on the performance of digital marketing efforts, adjusting strategies as needed for optimal results
- **Manage and optimize paid advertising campaigns** on platforms like Google Ads and social media such as Facebook & Instagram to drive targeted traffic and conversions.
- Stay abreast of industry trends and emerging technologies to recommend and implement innovative digital marketing solutions
- **Email Marketing:** Developing & sharing weekly newsletters to communicate with prospects and customers, nurture leads, and drive conversions. It involves creating email campaigns, segmenting email lists, personalizing content, designing email templates, and analyzing email performance metrics.
- **Use CRM systems to manage customer relationships**, track interactions, and personalize marketing communications based on customer data and preferences.

SEO Role:

- Conduct **in-depth keyword research** to identify relevant terms and phrases for optimizing website content and improving organic search rankings.
- **Implement on-page SEO strategies**, including optimizing meta tags, headers, and content, to enhance the website's visibility on search engines.
- **Perform technical SEO audits** to identify and address issues affecting website performance, such as crawlability, site speed, and mobile responsiveness.
- Develop and execute **link-building strategies** to improve the website's authority and credibility in search engine algorithms.
- Monitor and analyze **website analytics and SEO** performance metrics, providing actionable insights to enhance the overall SEO strategy.
- Stay current with search engine algorithm updates and industry best practices to adapt strategies accordingly and maintain a competitive edge.

Administrative Role:

- Coordinate day-to-day administrative tasks to ensure smooth office operations.
- Manage schedules, appointments, and meetings for executives and team members.
- Organize and maintain both physical and digital filing systems for important documents.
- Creating, editing, and formatting various documents, including reports, correspondence, and presentations.

- Ensure accuracy and completeness of records to support business operations.
- Answer and direct phone calls, emails, and inquiries, providing information or redirecting as necessary.
- Assist in the coordination of real estate projects ie Habitat Medical Suites & Residences, ensuring documentation and logistics are managed efficiently.
- Monitor project timelines and assist in meeting deadlines.
- Maintain and update databases related to the property, client information, and other relevant data.
- Generate reports and analyze data to support decision-making processes.
- Provide exceptional customer service to clients and visitors, helping and information as needed.
- Handle inquiries and direct individuals to the appropriate contacts within the organization.
- Assist in processing invoices, and maintaining financial records.
- Work closely with the finance team to ensure accuracy in financial transactions.
- Demonstrate flexibility and the ability to adapt to changing priorities.
- Take initiative in identifying opportunities for process improvements and implementing solutions.

SEO & DIGITAL MARKETER EXECUTIVE

Lands of Kenya
Lesama Limited

2021-2023

Website & SEO Project:
www.landsofkenya.co.ke

SEO Optimization project
www.lesama.co.ke



Before I started working on the Lesama Limited website, its mobile page speed was 25 and the desktop page speed was 3. The website had over 1700 critical warnings, and its Health Score was 32. These numbers indicated that the website was slow and not user-friendly, which could lead to poor search engine rankings and a higher bounce rate.

Improvement that I achieved included:

- **Desktop page speed improvement by 100%**
- **Mobile page speed improvement by 90%**
- **Critical warnings improvement by 92.23%**
- **The percentage improvement for Health Score is by 53.13%**

Administrative Role:

- Answering and transferring phone calls
- Taking phone messages from clients
- Sending emails to clients & Forwarding emails from clients to the appropriate recipient
- Handling client concerns and complaints
- Business correspondence
- Greeting visitors in the office

- Completing customer service tasks such as placing for customers and explaining products and services
- Writing and taking minutes
- Communicating with upper management
- Communicating with other employees
- Helping schedule job interviews and exit interviews
- Written communication such as compiling reports, memos, faxes, and other documents.

Web & SEO Role:

- **Create quality content** for the websites, Emails & Social Media.
- **Research & implement keyword trends**
- Update existing content to include more, relevant and **higher ranking keywords**.
- Drive targeted and loyal traffic to a website by community building.
- Write **original content for webpages - tailored for the target audience**
- **Analyze site analytics** to gauge which areas of the site have more traffic.
- Constantly check **search terms, rankings and analytics to monitor performance** of client websites and make recommendations for improvement
- Optimise Lesama Limited & Land of Kenya web page such as the **homepage, landing pages, blog posts, product pages (on-page SEO)** in terms of improving content quality, keyword optimization, and user experience to boost organic search rankings
- Manage SEO-related assets, tools/platforms including **Google My Business, Google Search, Console, Google Analytics, Google Keyword Planner, and Semrush**
- Conduct regular **technical SEO audits and work to fix technical website issues** such as page crawl errors, and duplicate content) that negatively impact organic search rankings.
- Integrate **on-page and on-page SEO (link building) with content marketing, social media marketing, and digital PR initiatives**
- Perform competitive analysis to benchmark current SEO performance against competitors and devise strategies to surpass competition

Digital Marketing Role:



- Perform **research on current benchmark trends** and audience preferences
- **Design and implement social media strategy** to align with business goals
- Generate, edit, publish, and share engaging content daily (e.g. original text, photos, videos and news).

This is by creating engaging content that showcases the real estate company's properties, services, and brand. This includes creating posts, writing blog articles, and sharing relevant industry news and trends.

- Collaborate with other teams, like marketing, sales, and customer service to ensure brand consistent
- Monitoring and responding to comments and messages on time, scheduling posts, and tracking social media metrics.
- **Developing and implementing Digital Marketing Strategies:** By creating a comprehensive social media strategy, that **increases brand awareness, driving website traffic, generating leads, and boosting sales.** It was done by defining the target audience, and developing content that aligns with the company's overall marketing goals.
- Networking and engaging with other professionals in the real estate industry through events & social media platforms.
- Responsible for tracking and analyzing social media metrics, such as engagement rates and website traffic
- **Search Engine Marketing (SEM) and Pay-Per-Click (PPC) Advertising:** Manage paid advertising campaigns on search engines like Google (**Google Ads**), as well as other platforms like social media networks. Research on keywords, set budget, create ad copy, monitor performance, and optimize campaigns to maximize ROI.



DIGITAL MARKETER EXECUTIVE

Banda Homes



2019-2021

Social Media, Content Creation & Management

Project: White Oak Estate, Hill Park Estate & Oak Park Estate

Digital Marketing Role:

- Refining designs with **CorelDRAW X7, Adobe photoshop and Adobe Illustrator.**
- In charge of **30 sales executive persons' social media pages.** This includes generating client leads for them, posting and interacting with potential clients for each respective page, creating artwork, and posting for each page.
- In charge of creating new social media pages for new sales executive persons and personally managing them.
- Ensuring that printed illustrations meet quality and color standards.
- Brainstorming with the team to come up with new design techniques.
- Responding to customer queries in a timely and accurate way via phone, email, or chat.
- Identifying clients' needs, clarifying information, and helping customers use specific features.

- Monitoring customer complaints on social media and reaching out to assist.
- Following up with all Interested clients via Email and phone calls.
- Gathering customer feedback and sharing our products with the sales and marketing team to get the audience's behavior.
- Selecting appealing images and videos to complement text
- Updating social media pages with compelling Company News.
- Coordinating with internal teams to create an advertising post.
- Tracking and recording social media insights.
- Networking with clients and industry professionals.
- Writing, editing, and publishing engaging content for various social networks including Facebook, Twitter, and Instagram.
- Marketing the Company's products and showing potential clients' sites.
- Promoting the company's products and collecting client contact database;
- Overseeing performance of additional staff such as brand ambassadors or other, ensuring that work is performed as agreed prior to such occasion;
- Overseeing that company's presence complies with our mission, values and work ethic.

SOCIAL MEDIA MARKETER

Canaan Developers Limited

Social Media, Content Creation & Management

Voltaire & Escada



DIGITAL MARKETER CONSULTATIONS

DIGITAL MARKETER CONSULTANT Crayven Estates

Social Media Optimization
Project: Bamboo Estate



DIGITAL MARKETER CONSULTANT Arophal Properties Limited

Social Media, Content Creation & Management
Project: Royal Gardens & Amani Gardens



EDUCATION



HUBSPOT ACADEMY

Certificate, Search Engine Optimization

Mar 2023

Grade: 59/60

Skills: Search Engine Optimization (SEO)



GOOGLE SKILLS FOR AFRICA

Fundamentals of Digital Marketing

Nov 2021

Skills: Digital Marketing



JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY (JKUAT)

Bachelor's degree, Mass Communication/Media Studies

2013 - 2018

Skills: Communication, Public Relations, Journalism Law, Video editing, Photo Editing, Organizational skills, Research skills

HOBBIES

Expository Writing

Travel Photography

Coding

Reading Books

Video Production

Travelling

REFERENCES



MR. SAGAR BOKIL

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