

# JEFFERS ABAGA MANYONI

## PROFESSIONAL SUMMARY

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I am an ambitious writer with significant experience in copy writing and information research; I have progressive experience across various technical industries, seeking challenging opportunities to use excellent problem-solving skills to automate processes and drive operational efficiency.

I am a Versatile Search Engine Optimization Specialist with a talent for writing what people search for across the internet. I am adept at generating innovative ideas and concepts. I have experience in overseeing individual projects and collective projects at large.

I am a creative Online Marketer with more than 3 years of experience working in Active marketing. Consistently produces engaging content for a variety of platforms I am a self-motivated Communications Coordinator, well-versed in supporting marketing initiatives and spearheaded public relations efforts. Versatile and professionally committed to playing a strategic role in addressing gaps and creating meaningful engagement alliances. In-depth knowledge of various social media channels.

## CONTACT

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## HOBBIES

Engaging creative and artistic endeavors, playing sports or exploring ideas and knowledge.

## EDUCATION

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### The University of Nairobi

September 2017 – JULY 2022

Bachelor of Science, Leather Science, and Technology

### Kenya Technical Trainers College

May 2017- August 2017

Certificate in Telecommunications.

### Digital Opportunity Trust

Jan 2017 – April 2017

Digital skills in Data collection Research and Analysis

### Machakos School

January 2013- December 2016

Kenya Certificate of Secondary Education (KCSE)

Grade C+

### St. Don Bosco Primary School

December 2012

Kenya Certificate of Primary Education (KCSE)

356/500 (B+)

## WORK EXPERIENCE

### Exotic Online Advertising: Search Engine Optimization Specialist

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January 2023-

- Improved the search engine rankings of our clients on google by writing quality content and in-depth keyword research.
- Improved the topical authority of websites that I was working on by implementing a well outlined topical structure.
- Increased the number of quality backlinks linking to our sites and thereby improving the ranking of the websites in search engines.
- Implemented positive relations to our client with email outreaches that led to relevant link exchanges.

### Online Marketer(part-time), Jiji Online store

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Jan 2021 to June 2021

- Implemented social media posting schedule, considering web traffic and customer engagement metrics for optimum results
- Created and efficiently managed weekly email marketing campaigns to drive click-through rates and sign-ups.
- Analyzed social media campaign data and metrics, creating accurate and timely reports on findings.
- Managed client marketing strategies and product promotion campaigns

### Web Administrator and Data Manager (part-time), GoAfrica Tours and Travel

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July 2020–March 2021

- Worked on a short-term contract as an online agent with a tour and travel company based in the UK, with roles as a Web Administrator and Data/Information Manager.
- Monitored online traffic, reporting to the Chief Executive Officer via graphs, charts, reports, and spreadsheets.
- Proactively seek new opportunities to grow the website's search presence through on-site and off-site optimization processes.
- Coordinated team members' workloads, assigning projects and tasks according to strengths.
- Built high-ranking backlinks for growing e-commerce businesses through quality SEO-driven articles

### Copy Writing and Content Writing (part-time), Sumo Kenya

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November 2019 – March 2020

- Formatted designs and media for printing and web application to deliver production-ready graphics.
- Worked with development editors, copy editors, and line editors to polish works
- Followed trends in industry and target genre to capitalize on emerging trends.
- Sent professional and targeted proposals to publishers outlining experience, skills, and, knowledge of marketing.
- Built high-ranking backlinks for growing customer interactions through quality SEO-driven articles and target-oriented articles.

## **Graphic Design (part-time), Firm Choice Stationers LTD**

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January 2019 – November 2019

- Formatted designs and media for printing to deliver production-ready graphics.
- Active participation and coordination with the sales and marketing team to ensure the maximum sale of company products.
- Managing and computing a Database of all files, contacts, and project materials.

## **Sales and Marketing (part-time) Swivel Marketing**

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April 2018 -December 2018

- Put together reports detailing campaign performance, customer engagement, and engagement trends
- Coordinated with vendors to complete projects according to schedule and specifications.
- Active participation and coordination with the sales and marketing team in product promotions to increase sales of clients' products.

## **Data Analysis and Clerk (part-time) Mukuru Child Wellness Centre**

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October 2017 – January 2018

- Managed a complete database of all files, contacts, and project materials.
- In charge of Data entry, accuracy, and security of information within the organization.
- Management, Organization, Analysis, and Presentation of data and information within the organization.

## **ACCOMPLISHMENTS**

- ✓ Consistently maintained high customer satisfaction ratings
- ✓ Improved delivery of online platforms by social media marketing and search engine optimization, realizing an overall increase in customer satisfaction and cost efficiency.
- ✓ Drove 28% improvement in half-year profits through active client/customer interaction on social media platforms
- ✓ Became the employee of the quarter in my firm on the second quarter of my 1<sup>st</sup> contract with Exotic Online Advertising.

## SKILLS

- Social Media Proficient
- Reporting and Analysis
- Superb Writing Skills
- Exceptional Communication
- Advanced Microsoft Office Knowledge
- Understanding of Customer demographics
- Graphic Design Proficiency
- Promotion planning skills
- Copywriting abilities
- Market Research Expertise
- Data Analytics
- Social Media Management
- Marketing Campaign Strategy
- Client Needs Assessment
- Interpersonal Skills
- Problem-solving and decision making
- Forward planning and strategic thinking
- Commercial Awareness

## REFEREES

1. Milly Martina  
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2. Ben Ouko  
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