

BRIAN KARIMI MBUI

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🌐 English (Native) • Spanish (A1)

PROFESSIONAL SUMMARY

Results-driven Digital Marketing professional with a BBA in International Business (EUBS) and a BA (Hons) in Business Management (University of Derby), complemented by a Digital Marketing Analyst certification from Unilever, Certified Digital Marketing Associate from Meta, Certified Media Buying Professional and a Real Estate Economics and Finance certificate from the London School of Economics. Experienced in designing and executing multi-channel marketing campaigns, social media strategy, influencer marketing, and data-driven performance analysis.

Demonstrated applied expertise through a detailed Business Consulting Project for Double Tap (talent management agency known for managing Fabrizio Romano), proposing data-backed growth strategies including influencer diversification, esports market entry, and AI-driven analytics projects with direct digital marketing and brand building impact. Thrives in multicultural environments and brings cross-cultural background gained from international education and professional exposure across Europe and Africa.

CORE COMPETENCIES

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| ▶ Digital Marketing Strategy & Campaign Management | ▶ Market Research & Competitive Analysis |
| ▶ Influencer & Talent Marketing | ▶ SEO / Email Marketing Fundamentals |
| ▶ Social Media Management (Multi-Platform) | ▶ Stakeholder Communication & Presentation |
| ▶ Data Analytics & KPI Reporting | ▶ AI Tools for Marketing Automation |
| ▶ Content Creation & Brand Storytelling | ▶ Cross-Cultural & International Marketing |

PROFESSIONAL EXPERIENCE

Digital Marketing Strategist (BCP Project) | Double Tap Agency

Sep 2024 – June 2025 • Barcelona, Spain

Developed and presented a comprehensive 12-month go-to-market strategy for Double Tap, a talent management agency (managing Fabrizio Romano), as part of an academic Business Consulting Project graded at distinction level.

- Conducted primary research (70 respondents) revealing that 87% of target audiences were unaware of Double Tap — translating findings into a brand awareness and digital growth roadmap
- Designed influencer diversification strategy targeting 10 new high-value content creators across sports and esports, increasing the agency's digital reach and reducing single-talent dependency
- Proposed AI-driven analytics integration for talent performance tracking, social media engagement measurement, and content personalization — aligned with digital marketing best practices
- Developed and evaluated three strategic options using SAF model, SWOT/TOWS analysis, and stakeholder mapping for a €43,700 campaign budget
- Produced a full digital campaign plan including Gantt chart, risk register, and KPI targets (social media engagement lift, follower growth, brand mentions)

Marketing & Sales Intern | Coca-Cola Bottling Company

Jun 2019 – Aug 2019 • Nairobi, Kenya

Rotational internship across the Marketing, Sales, and HR departments of a global FMCG leader.

- Monitored and reported on digital KPIs including website traffic, social media engagement rates, and email campaign performance across multiple channels
- Assisted in developing and launching integrated marketing campaigns across social media, email, and print advertising — contributing to measurable engagement improvements

- Conducted market research to identify high-potential sales leads and contributed to developing targeted sales strategies adopted by the sales team
- Supported HR team in compiling and analyzing employee feedback surveys, identifying trends and presenting actionable recommendations to management
- Participated in sales meetings and client-facing presentations, gaining hands-on pitching and deal negotiation exposure

PROJECT EXPERIENCE

Creative Strategy Extern (Beats by Dre) | Extern

Aug 2026 – Present • Remote

Selected for Extern's 6-week Creative Strategy Externship with Beats by Dre, building a data-informed creative strategy framework for the brand's Global Consumer Insights team through competitive ad analysis and pattern research.

- Catalogued and scored a 28-ad competitive repository across TikTok, Meta Ads, and YouTube spanning across Beats, Apple Air Pods, Sony, Bose, and five secondary competitors against a structured taxonomy (hook type, talent strategy, CTA placement, sound design, effectiveness 1–5)
- Uncovered Beats' talent-first creative model and a 2024–2026 shift toward comedy-driven content, mapping three parallel agency tracks (Mirimar, Uncommon Creative Studio, Homeground) and a distinct mascot-led talent strategy
- Identified actionable creative gaps with a documentary-style storytelling, non-celebrity testimonials, and audio-technology feature marketing in order to inform upcoming strategic recommendations
- Built a multi-tab Excel repository (Ad Repository, Summary Dashboard, Pattern Analysis) and a companion Word document, "Beats by Dre — Competitive Landscape Map," benchmarking competitor positioning
- Currently developing a consumer survey, social listening synthesis, and an original creative concept for final presentation to Beats' Global Consumer Insights team

EDUCATION

BA (Hons) Business Management

University of Derby

Oct 2024 – Jun 2025 • Barcelona

Bachelor of Business Administration (BBA) — International Business

European Union Business School (EUBS)

Jan 2021 – Sep 2024 • Barcelona

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Certified Digital Marketing Associate	Meta Blueprint	June 2026
Certified Media Buying Professional	Meta Blueprint	July 2026
Digital Marketing Certificate	Unilever (Online)	Jan 2026 – June 2026
Real Estate Economics & Finance	London School of Economics	Aug 2024 – Oct 2024
Spanish Language (B2 Level)	The Language School	Feb 2024 – Present

TECHNICAL & DIGITAL SKILLS

Marketing Tools: Google Analytics, Meta Business Suite, Hootsuite, Mailchimp, Canva, Microsoft Office Suite

Disciplines: SEO fundamentals, paid social (Meta/Instagram Ads), influencer outreach, email marketing, KPI dashboards, content calendars

Analytics: Data-driven campaign optimization, audience segmentation, performance reporting, SWOT/TOWS, SAF model

Languages: English (Native), Spanish (A1 Beginner)

KEY STRENGTHS

Cross-Cultural Intelligence · Creative Problem-Solving · Stakeholder Communication · Adaptability · Analytical Thinking · Team Collaboration · Initiative