

CHARLES LETOYA TOBIKO

Digital Marketer | Technical Solutions Specialist

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Available Immediately

PROFESSIONAL SUMMARY

Results-oriented Digital Marketer Trainee with a unique blend of high-volume sales experience and technical full-stack development skills. Proven track record of maintaining an 85% sales conversion rate and 99% service reliability in fast-paced environments. Currently leveraging expertise in **SEO/SEM**, SQL database management, and Google Cloud to build scalable hospitality and errand-service platforms

CORE TECHNICAL SKILLS

Digital Marketing: SEO Meta-tag generation, JSON-LD Schema implementation, and Keyword Planning.

Web Development: HTML/CSS troubleshooting, SQL database management via Supabase, and deployment using Google Cloud Shell.

Design & Strategy: Brand identity development and ad creation using Canva.

Performance Tracking: ROI-focused campaign structuring and audience segmentation.

Languages: Bilingual fluency in English and Swahili.

KEY PROJECTS

Founder & Developer | Tembo Stays — Smart Hospitality Designing an IoT-integrated hospitality platform featuring automated guest loyalty tracking. Implementing backend logic using Supabase to manage guest data and preferences.

Lead Marketer | The Errand Collective

Developing end-to-end digital marketing assets, including logos, taglines, and targeted Google Ads. Managing brand consistency across multiple digital touchpoints.

RELEVANT EXPERIENCE

Digital Marketer Trainee Generation Kenya | 2026 – Present Participating in intensive digital marketing training focused on professional communication and search engine tools. Applying technical web development skills to solve real-world marketing challenges.

Bakery Assistant

Levi's Baker | Jun 2025 – Present Manage 100+ daily customer interactions, maintaining high-volume service flow. Optimized operational accuracy and brand representation on the frontline.

Sales & Client Relations

Furniture Sales | May 2025 – Jun 2025 Achieved a consistent 85% conversion rate through persuasive product narratives.

Operations Specialist

Breeze WaterCo Ltd | Aug – Nov 2024 Maintained a 99% on-time delivery record by resolving logistics escalations.Coordinated cross-functional communication between delivery teams and clients.

EDUCATION & CERTIFICATIONS

Certificate in Digital Marketing: Generation Kenya (In Progress).

Certificate in Biblical Studies: Includes formal training in conflict mediation and ethical communication.

KCSE (B-): Strong foundation in written and spoken English.

TRANSFERABLE SKILLS

Data Integrity: Mindset oriented toward zero discrepancies in reporting and analytics.Problem

Resolution: Expert in reputation management and churn reduction.

Persuasive Copywriting: Experience translating customer needs into compelling brand stories.