

Elizabeth Oduor

Digital Marketer |Community Manager

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Professional Summary:

Results-driven Digital Marketing professional with 8+ years of experience developing data-driven marketing strategies, executing multi-channel campaigns, and growing brand visibility across digital platforms. Proven success increasing audience engagement by up to 40%, improving campaign reach by 35%, and streamlining content production through performance-driven marketing initiatives. Skilled in content marketing, SEO, SEM, social media management, paid advertising, marketing analytics, campaign optimization, and brand storytelling. Passionate about combining creativity, technology, and customer insights to deliver measurable business growth, strengthen brand loyalty, and create impactful digital experiences that drive engagement, conversions, and long-term ROI.

Technical Skills:

- Brand Strategy, Management & Rebranding, CTR
- A/B testing, Inbound & Outbound Marketing, PPC
- Website Management, Videography, AI Automation
- Customer Onboarding & Account Management, CRO
- Digital Marketing Strategy, Prospecting, Negotiation
- Software Cloud Systems & Client Engagement, Grok
- Marketing Analytics & UX, Performance Optimization
- E-Commerce, Social Media, ROI Tracking, Google Ads
- Partnership Building & Collaboration, Copywriting
- Content Creation, SEO, SEM, Sales Navigator, Canva
- Brand Campaign & Project Management, WordPress
- Data Analysis, Budgeting & Reporting, Web Analytics
- Cultural Sensitivity, Asynchronous Working, Shopify
- Notion, Capcut, SameRush, HeyGen, Adobe Suite, Wix
- Writesonic, Clickup, Systems.io, HubSpot, ElevenLabs
- G-Suite, Slack, Mailchimp, Sprout, Asana, Hootsuite

Professional Experience:

Digital Marketing & Content Strategy Manager |Wild Web Creatives (July 2024 to date)

- Designed and implemented digital marketing strategies, content calendars, and brand assets for entrepreneurs and small businesses, strengthening online brand presence and improving marketing consistency across multiple digital channels.
- Developed customer-focused content strategies by combining audience research, storytelling, and market insights, increasing content engagement by 35% and improving brand visibility across social media and digital platforms.
- Managed 10+ concurrent marketing and branding projects from planning through execution, coordinating timelines, deliverables, and stakeholder communication to achieve 100% on-time project completion.
- Created scalable marketing frameworks, campaign templates, and digital resources that streamlined content production, reduced campaign preparation time by 30%, and improved workflow efficiency for business owners.
- Analyzed campaign performance and customer engagement trends to refine marketing strategies, optimize messaging, and improve conversion opportunities, contributing to stronger audience engagement and sustainable business growth.

Digital Marketing Lead | Cast On Cue (September 2022 – June 2024)

- Coordinated end-to-end digital content production, managing content calendars, creative assets, and delivery timelines to ensure 100% on-time execution of marketing campaigns across multiple digital channels.
- Partnered with designers, content creators, and stakeholders to deliver high-quality marketing materials, streamlining creative workflows and reducing content production turnaround time by 25%.
- Repurposed blogs, social media posts, videos, and marketing collateral into engaging digital content formats, increasing audience reach and content engagement by 30% across key platforms.
- Supported brand storytelling initiatives by developing and publishing customer-focused content that strengthened brand awareness, improved message consistency, and enhanced customer engagement throughout the digital journey.
- Monitored campaign performance and collaborated on content optimization strategies, using audience insights and engagement data to refine messaging, improve campaign effectiveness, and support continued business growth.

Digital & Content Strategist |FOI Counselling Centre (July 2019 – August 2022)

- Developed and executed data-driven social media strategies focused on brand awareness, audience growth, and customer engagement, increasing community interaction by 40% across key digital platforms.
- Planned and launched integrated digital marketing campaigns promoting therapy and postpartum support services, improving campaign reach by 35% and driving higher engagement with target audiences.
- Managed end-to-end content marketing activities, including content calendars, copywriting, caption creation, scheduling, and brand consistency, achieving 100% on-time campaign delivery across multiple social media channels.

- Analyzed social media performance metrics and audience behavior to optimize content strategy, increasing engagement rates by 30% and improving content relevance through continuous A/B testing and performance refinement.
- Collaborated with cross-functional teams to align digital campaigns with organizational objectives, strengthening brand visibility, enhancing customer engagement, and contributing to sustained online community growth.

Content & Communication Support |MNO Advocates (February 2018 – June 2019)

- Coordinated end-to-end production of digital podcast content, supporting content planning, recording, editing, and publishing workflows to ensure 100% on-time delivery across digital platforms.
- Produced and optimized multimedia content for podcast episodes, strengthening brand storytelling, improving content quality, and increasing audience engagement by 25% through compelling digital experiences.
- Collaborated with content creators to develop episode messaging, promotional assets, and distribution strategies that expanded content reach and reinforced brand consistency across multiple marketing channels.
- Streamlined creative production and post-production workflows, reducing content turnaround time by 30% while maintaining high-quality standards and improving operational efficiency.
- Monitored audience engagement and content performance insights to refine future content strategies, supporting continuous optimization, stronger listener retention, and sustained digital audience growth.

Education:

- Bachelor of Arts |Broadcast Journalism |United States International University

Certifications:

- Google Ads |Coursera
- AI Career Essentials |ALX
- Content Strategy |SEMrush
- ALX Founder Academy |ALX
- Project Management |Google
- Google Data Analyst |Coursera
- Social Media Marketing |HubSpot
- Customer Journey Mapping |Udemy
- Digital Marketing & E-Commerce |Google
- Marketing Analytics & Reporting |Coursera
- Mailchimp Essential Training |LinkedIn Learning
- Marketing Tools: How to leverage AI |LinkedIn Learning