

ANTHONY WAMUTITU

MARKETING / SOCIAL MEDIA / BRAND PARTNERSHIPS

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PROFESSIONAL PROFILE

Marketing professional with hands-on experience in paid social advertising, campaign performance analysis, brand partnerships, and digital content strategy. Skilled in managing Instagram advertising budgets, evaluating campaign metrics, securing sponsorships, and developing audience-focused marketing initiatives. Combines creative storytelling with strategic communication, client relationship management, and a results-driven approach to business growth.

PROFESSIONAL EXPERIENCE

Independent Content Creator & Brand Collaborator | *Self-Employed* • 2023–Present

- Developed and executed TikTok content strategies, growing an audience of 30,000+ followers and producing multiple videos exceeding 100,000 views, including one surpassing 1 million.
- Managed content strategy, creative planning, filming, editing, publishing, and performance monitoring to support audience growth and engagement.
- Coordinated brand content concepts, approvals, and promotional deliverables with partners across digital campaigns.

Brand Partnerships & Event Marketing | **Lagos Boulevard** • 2026–Present

- Successfully secured SoRefreshed as a brand sponsor through strategic outreach, partnership negotiations, and relationship management.
- Managed marketing budgets and executed paid Instagram advertising campaigns, monitoring performance metrics including reach, engagement, and advertising spend.
- Reviewed campaign performance and discussed advertising results, campaign effectiveness, and marketing strategies during team meetings.

Sales Specialist | **Birmingham, AL** • Aug 2024–Oct 2026

- Consistently achieved monthly sales goals through consultative selling, customer relationship management, and effective negotiation.
- Applied effective communication, negotiation, and problem-solving skills to manage sales opportunities, strengthen customer satisfaction, and contribute to business objectives.

SELECTED BRAND COLLABORATIONS & PROJECTS

Piano People (UK-Based) & Invite Only | *International Event Partnership Development* • 2026–Present • *IN PROGRESS*

- Initiated the connection between UK-based Piano People and Kenya-based Invite Only, bringing both brands together to explore a joint entertainment event in Nairobi.
- Facilitating ongoing partnership discussions around event promotion, creator engagement, and potential brand activations; collaboration remains in development.

Afro Nation Portugal • July 2026

- Contributed to digital content initiatives and produced social media content for an internationally recognized entertainment event, supporting audience engagement and brand visibility.

TONE by AMP | *Brand Content Collaboration* • 2026

- Contributed to brand marketing initiatives and produced social media content for TONE by AMP, applying creative storytelling and audience-focused messaging to support promotional objectives and brand visibility.

CERTIFICATIONS

Meta — Advertising with Meta • Meta — Measure and Optimize Social Media Marketing Campaigns

Meta — Social Media Management • Meta — Introduction to Social Media Marketing

CORE SKILLS

Paid Social Advertising • Campaign Performance Analysis • Marketing Budget Management • Brand Partnership Development • Sponsorship Acquisition • Content Strategy • Social Media Management • Audience Engagement • Strategic Communication • Sales & Negotiation • Microsoft Excel • Microsoft Word • Google Docs