

Digital Marketing Manager

Dorcas is a virtual Assistant with over 7 years of experience in different fields. She is a smart worker with a diploma in computer science and currently pursuing a degree in the same field. Dorcas has broad experience in customer service, marketing and project management. She has skills in using various software which includes Canva and photoshop for graphic design, and CRM tools such as 17hats for customer support. Clickup, Trello and Asana for Project Management. She has experience in office management for data entry this includes the use of Excel, access, word, and google sheets. Google form, Typeform for data collection. For information storage, she has proficiency in the use of various cloud-based tools such as Dropbox, Microsoft one drive, and iCloud. she has good communication with proficiency in the use of Google meets, zoom, WhatsApp and skype. She is a team player. She has good skills in social media content creation and digital marketing and social apps including Instagram, Facebook and Twitter. she can create websites using WordPress, Java and Joomla. With her skills in time and organizational management, she uses calendly, Google calendars and Ical. She knows SEO implementation, she can implement a wide range of strategies for branding purposes, especially when it comes to improving a client's social media presence and SEO in both on-page and off-page optimization. She is always ready to learn and be trained in different areas to meet customers' needs.

| INFORMATIONS | EXPERIENCES PROFESSIONNELLES | |
|--|--|---|
| Niveau d'étude: Undergraduate | | |
| Niveau d'expérience: From 7 to 10 years | | |
| COMPETENCES | | |
| digital marketing | | |
| web design | | |
| it and marketing. | | |
| project management | | |
| | 2022 - 2022 CSP Marketing Solution | Project Manager ? Update and assign web tasks ? Attend meetings with the CEO and record minutes ? Go through projects to ascertain its done correctly and mark any errors |
| | 2022 - 2022 Alison Knott Consulting | Virtual Assistant ? Graphic designing. ? Proofreading ? Create contracts on Dubsado ? Create |

social posts and schedule on buffer ?
Update newsletter on buffer

2022 - 2022

Divsign

Virtual Assistant

? Customer service as the first point of contact... ? Create and review customer spreadsheets and keep online records. ? Social Media Management ? Manage contact lists and organise managers' calendars.

2019 - 2021

Daaf Glass and
Interior

Virtual Assistant

? Customer service as the first point of contact. ? Organise meetings? travel and accommodations. ? Create and review customer spreadsheets and keep online records. ? Help employees with their administrative queries. ? Manage contact lists and organise managers' calendars.

2017 - 2020

Daaf Glass and
Interior

Sales and Marketing Executive

? Manage the marketing of the products
? Manage orders and sales ? Digital marketing- ensure the social media pages are up to date ? Train marketing staff

2014 - 2015

Lanonnet Africa

Property Agent

? Manage sales of properties ? Make a marketing plan ? Manage social media ads

FORMATIONS

January 2018 - June 2022

Degree

Jomo Kenyatta University of Technology

Computer Science

September 2011 - March 2013

Diploma

Presbyterian University of East Africa

Computer Science

May 2011 - August 2011

Certificate

KCA-University

Information Technology