

Digital Marketing Manager

Highly efficient and diligent digital marketing professional with over 6 years of experience in planning, developing, and implementing digital marketing campaigns and strategies. Enthusiasm for delivering excellent quality work. Commitment to upholding organization policies and procedures when working with staff members and motivating the team. Strong organizational skills and excellent attention to detail. Handled brands like NSSF, Bell Lager, Uganda Waragi, Protea by Marriott Kampala and Protea by Marriott Kampala Skyz.

INFORMATIONS	EXPERIENCES PROFESSIONNELLES
Niveau d'étude: Graduate	
Niveau d'expérience: From 4 to 6 years	
COMPETENCES	
communication and digital communication	
digital content creator	
digital design	
	<p>2020 - 2022</p> <p>Protea By Marriott Kampala Skyz</p> <p>Digital Marketing Manager</p> <ul style="list-style-type: none"> • Oversee social media content creation. • Creation of email newsletters on a regular basis and management of email databases. • Manage the hotel's digital communities. • Liaising with third party vendors such as event organizers, influencers, brand ambassadors. • Management of influencers for the hotels. • Social care and digital crisis management on all platforms. • Implement social media and communication campaigns to align with marketing strategies. • Compile monthly performance reports based on key performance indicators. • Monitoring of performance and creation of online advertisements for both hotels.
	<p>2020 - 2022</p> <p>Whitehead Communications</p> <p>Research Associate</p> <ul style="list-style-type: none"> • Handling online media monitoring in

given projects; review coverage, newsworthy topics, identify influencers and opportunities. • Coordinate communication research in given projects. • Tailor reports for specific audiences and platforms. • Coordinate digital media and public opinion data analysis via search, Facebook, twitter, LinkedIn, Instagram. • Assess use, mentions, and competitors, analyze networks and sentiment, trends and topics of discussion. • Contribute to project reports. • Data collection and analysis.

2018 - 2020

Blu Flamingo

Digital Africa

Digital Community Manager

- Oversee social media content management.
- Implement social media and communication campaigns to align with marketing strategies.
- Provide engaging text, image and video content for client's social media accounts.
- Respond to comments and customer queries in a timely manner.
- Monitor and report on feedback and online reviews.
- Organize and participate in events to build community and boost brand awareness.
- Build relationships with customers and potential customers.
- Strategy development for activations (Pre, During and Post activations)

FORMATIONS

August 2010 - January 2014

Bachelor of Information Systems

Makerere University

Information Systems

Study of information systems and architecture .