

RooCruit

RAYCHELLE

Senior Digital Marketing & Social Media Strategy Specialist

Nairobi, Kenya (Remote Ready)

PROFESSIONAL SUMMARY

A multifaceted marketing professional with extensive expertise in infusing meticulous attention to detail into every aspect of marketing, from conception to execution. Seasoned in managing diverse priorities with precision and efficiency, with a proven track record of scaling digital revenue by over 60% and improving engagement rates by 32% for international brands. Expert in navigating complex cross-functional environments and translating high-level strategy into localized, high-performing campaigns.

KEY SKILLS

- Data Storytelling
- Influencer Marketing
- SEO & PPC Strategy
- Advertising Copywriting
- Content Marketing
- A/B Testing & Optimization
- Vendor Relations
- Budget & Cost Negotiation
- Capacity Building
- Basic HTML & CSS
- Cultural Competence
- Crisis & Risk Management

PROFESSIONAL EXPERIENCE

Social Media Coordinator**03/2026 – Present***International Human Rights Research Organization – Remote (USA)*

- Support the development and implementation of social media content plans for Facebook, Instagram, LinkedIn, and Bluesky.
- Draft compelling posts and create engaging graphics aligned with brand mission and values.
- Publish content across channels and monitor engagement to inform future strategy.
- Research social media best practices and track digital strategies used by global non-profit sectors.

Marketing Specialist Consultant**11/2024 – Present***Boutique Digital Marketing Agency – Remote (USA)*

- Led social and digital content planning across key European markets, improving engagement rates by 32%.
- Coordinated with regional teams to localize campaigns, ensuring timely rollout of product drops across 7+ international markets.
- Optimized paid social campaigns, contributing to a 20% lift in CTR and more efficient spend across Google and Bing.
- Supported a full brand refresh, overseeing content direction for social, website, and internal communication channels.
- Managed copywriting, UX recommendations, and launch content for a complete website relaunch.

Digital Marketing Executive**11/2023 – 10/2024***Global Integrated Communications Firm – London, UK (Remote)*

- PPC campaign planning, buying, and reporting for comprehensive always-on digital campaigns.
- Managed end-to-end social media strategy and content development for new client acquisitions.
- Executed full-scale SEO strategy, optimization, copywriting, and reporting.

Digital Manager**02/2022 – 02/2023***Full-Service Media Agency – Nairobi, Kenya*

- Successfully grew revenue by over 60% through cross-selling and acquiring content strategy contracts for Africa's leading TV network.
- Managed all digital channels at the agency and built team capacity across copywriters, executives, and designers.
- Executed digital PR strategies leading to viral moments for the primary client base.
- Managed digital media financial reports and consistently surpassed monthly projections.

Digital Trader

10/2021 – 02/2022

Global Media & Digital Marketing Network – Nairobi, Kenya

- Promoted to handle the Brand and Business Segment for East Africa's leading telecommunications company, growing the segment by 53%.
- Led the design of user engagement campaigns for effective behavior change across diverse audience segments.
- Improved end-to-end customer journey by identifying critical conversion and drop-off points.
- Led marketing activities for 5 business segments, managing over 15 simultaneous campaigns.

Digital Marketing Executive

02/2019 – 01/2021

Regional Media Group – Nairobi, Kenya

- Crafted creative and media strategies for local and international clients (FMCG Focus).
- Managed over 30 social media accounts and spearheaded monthly insight analysis using social listening tools.
- Trained junior staff in revenue growth and retention strategies.
- Improved strategy effectiveness by monitoring economic indicators and competition monthly.

RELEVANT PORTFOLIO EXPERIENCE

Managed digital strategy and execution for: Global Athletic Apparel (Benelux/Nordics/Baltics), Multinational Consumer Goods (FMCG), Telecommunications Leaders, Global Health & Hygiene Brands, and International Educational Institutions.

PLATFORMS & TOOLS

Google Ads Meta Business Suite LinkedIn Ads TikTok Ads Bing Ads StackAdapt Google Analytics GTM
Meltwater Sprout Social SEMrush Mailchimp WordPress Canva Trello

EDUCATION

Bachelor of Arts in Communication (Advertising Strategy)

Daystar University, Athi River, Kenya | 2019

Social Media Marketing Intensive Certificate

Social Media College, Melbourne, Australia (Remote) | 2023

CERTIFICATIONS & AWARDS

- **Winner:** Digital Media Awards – Eskimi Supreme Audiences (2021)
- Crisis and Risk Management – Meltwater Academy
- Influencer Marketing Certification – Meltwater Academy