



ABOUT ME

Results-driven Brand & Digital Marketing Specialist with 4+ years of experience developing brand identities, digital marketing strategies, content, campaigns and audience engagement initiatives. Experienced in translating business objectives into practical brand and marketing activities across digital and print touchpoints, with hands-on exposure to real estate marketing, paid advertising, social media, market research, analytics and client engagement. Combines creative execution with an analytical, commercially minded approach to brand growth and communication.

CORE COMPETENCIES

- . Brand Strategy & Positioning
- . Integrated Campaign Planning
- . Digital Marketing Strategy
- . Content Strategy & Development
- . Social Media & Community Management
- . Paid Advertising (Meta)
- . Market & Competitor Research
- . Marketing Analytics & Reporting
- . Brand Identity & Visual Systems
- . SEO & Website Performance
- . Client & Stakeholder Communication
- . Campaign & Project Coordination
- . Adobe Creative Suite
- . Web Technologies
- . Email Marketing & Automation

PAUL NGUNJIRI WANJOHI

BRAND & DIGITAL MARKETING SPECIALIST

CONTACT

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Nairobi, Kenya

EXPERIENCE

Feb 2026 - 15th June 2026

HEAD OF MEDIA & DIGITAL MARKETING Ayaz Real Estate

- Led media and digital marketing activities.
- Planned and created property marketing content.
- Managed social media platforms and content schedules.
- Created videos, posters and promotional materials.
- Managed Meta advertising campaigns for lead generation.
- Monitored and optimized campaign performance.
- Maintained consistent brand communication across digital platforms.

May 2025 - Jan 2026 GRAPHIC DESIGNER & BUSINESS DEVELOPMENT MANAGER Kwantabyte Technologies

- Designed high-impact corporate proposals and marketing materials
- Supported business growth through persuasive presentations and client engagement
- Contributed to strategic planning and client acquisition initiatives

January 2021- March 2025 BRAND DESIGNER & DIGITAL MARKETING LEAD PAHWAH Digitech

- Developed and executed digital marketing strategies aligned with business goals
- Created and scheduled engaging content for Instagram, Facebook and marketing campaigns
- Designed complete brand identity systems (logos, guidelines, social kits, marketing assets)
- Increased brand visibility and audience engagement through targeted campaigns
- Conducted market research and competitor analysis to identify growth opportunities
- Collaborated with clients to deliver measurable brand and marketing results

STRENGTHS

- Creative Problem-Solving
- Effective Communication
- Organizational Skills
- Team Collaboration
- Adaptability
- Client Relationship Management

LANGUAGE

- Swahili • English

DESIGN PHILOSOPHY

My approach to graphic design centers on creating visually compelling narratives that resonate with audiences while aligning with brand goals. Using tools like Adobe InDesign, Illustrator, and Photoshop, I focus on crafting designs that balance aesthetics with functionality, emphasizing typography, color theory, and composition to ensure clarity and impact. My creative process involves close collaboration with clients, iterative refinement, and a commitment to accessibility, resulting in designs that not only captivate but also communicate effectively across print and digital platforms.

References

Dr. James Karau

Lecturer, Machakos University

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Mr Kagiri

TEACHER,

RUTHAGATI BOYS HIGH SCHOOL

Phone: +254724690130

PORTFOLIO LINK

https://www.pinterest.com/PahwahDigitech/_created/

Sept 2024 AFRICA EDIGITAL CONNECT SUMMIT edigital Connect

- Designed event posters, speaker posters, partner posters and countdown graphics
- Worked with the marketing team to match designs with the event's brand and message
- Created promotional graphics for both online and print use
- Helped increase audience interest and engagement
- Met tight deadlines in a fast-paced working environment

2021-Current BRAND DESIGNER

Freelance Brand Designer & Marketing Consultant

- Managed multiple clients delivering social media campaigns and marketing creatives
- Designed promotional content for digital and print platforms
- Supported event marketing including Africa Edigital Connect Summit 2024
- Delivered projects under tight deadlines with consistent quality

EDUCATION

2021 - 2025

Machakos University

Bachelor of Science in Mathematics and Computer Science

2017 - 2020

Ruthagati Boys High School

Obtained a grade of B-

2013 - 2016

Ngorano Primary School

Achieved a grade of B (328 marks)