

# CURRICULUM VITAE

## BRADLEY OCHIENG

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### PROFESSIONAL PROFILE

I am a results-driven Social Media Manager with over 2 years of experience successfully managing and elevating the online presence of both individuals and businesses across Instagram, Facebook, TikTok, and LinkedIn. Adept at crafting and executing comprehensive social media strategies, I have consistently delivered engaging content that resonates with target audiences. My expertise lies in fostering a consistent brand voice across multiple platforms, driving growth through impactful campaigns, and analyzing performance metrics to adapt strategies for optimal results.

I excel in cultivating and nurturing online communities, proactively monitoring social conversations, and strategically responding to ensure a positive brand image. In my role, I have demonstrated a keen understanding of industry trends, staying abreast of the dynamic digital landscape to keep strategies relevant and effective. My collaborative approach extends cross-functionally, leveraging social media as a powerful tool to align with organizational goals and objectives. With a proven track record of enhancing brand visibility and engagement, I bring a results-oriented mindset, creativity, and a commitment to delivering measurable success in the realm of social media management.

#### Key Achievements

- ✓ Increased Instagram engagement by 30% through targeted content and strategic campaigns.
- ✓ Successfully managed and grew Facebook business pages, achieving a 25% increase in followers.
- ✓ Launched and managed TikTok campaigns that resulted in a 40% boost in brand awareness.
- ✓ Elevated LinkedIn presence for professional clients, leading to a 20% rise in profile views.
- ✓ Implemented data-driven strategies, improving overall social media ROI by 15%.

#### Career Strengths

- ✓ Social Media Strategy
- ✓ Content Creation
- ✓ Performance Analysis
- ✓ Community Building
- ✓ Cross-Functional Collaboration

## PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MANAGER (Instagram, Facebook, Tiktok, LinkedIn)2021- To-date

### Key Deliverables

- ✓ Comprehensive Social Media Strategy Development
- ✓ Engaging Content Creation and Curation
- ✓ Effective Management of Instagram, Facebook, TikTok, and LinkedIn Platforms
- ✓ In-Depth Performance Analysis and Metrics Tracking
- ✓ Successful Community Building and Engagement
- ✓ Cross-Functional Collaboration for Organizational Goals and Objectives
- ✓ Proactive Monitoring of Social Conversations and Strategic Response Management
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## PROFESSIONAL CERTIFICATIONS

- ✓ Cyber security E-certificate
- ✓ Network Security-certificate

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## SKILLS

- ✓ Social Media Strategy
- ✓ Content Creation
- ✓ Data Analysis
- ✓ Community Management
- ✓ Cross-Platform Management
- ✓ Website Development
- ✓ Network Security

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## EDUCATION

**ZETECH UNIVERSITY** 2022-2023

Bachelor's in Information Technology

**ST. PAUL'S AMUKURA HIGH SCHOOL** 2017-2020

KCSE

**KOTETNI PRIMARY SCHOOL** 2016

KCPE

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## LANGUAGES

✓ English-Proficient

✓ Swahili- Native

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## REFERENCES

Available Upon Request