

Antony Kirubi

Summary:

I am Toni, a digital marketing renaissance man, e-commerce manager, virtual assistant, SEO and social media specialist focused on creating data-driven results. I graduated with a Bachelor degree in Commerce in Kenya, and also a member of the Association of Chartered Certified Accountants. I have been working virtually for over 5 years and have specialized in sales, marketing, operating and administrative procedures. My objective is to support business development by creative utilization of gained knowledge towards attainment of set business goals and targets. I'm looking to expand my experience across different industries and countries, which is why I'm so interested in joining an agency like yours.

Skill highlights:

- Project management
- Digital marketing
- Accounting/finance
- Customer service
- Operations
- Procurement

Experience:

Head of digital marketing- 07/2019 to 03/2020

Maxland Hotels, Kenya

- Planning and managing marketing campaigns
- Develop and monitor campaign budgets
- Plan and manage social media platforms
- Carry out quality assurance tests to discover errors and optimize usability.

Marketing Associate – 04/2018 to 07/2018

Vital Capacity, Kenya

- Manage all marketing activities for the company,
- Creation and publication of marketing material,
- Manage and improve lead generation campaigns
- Management of all social media accounts,
- Cold calling, client visits and follow-ups

Virtual Assistant – 01/2017 – 02/2018

Retail Island LLC, Maryland

- Email management, answer customer queries,
- Searching for products and uploading to products to the online store
- Manage website and social media accounts
- Booking travel accommodations, business purchases
- Inventory management

Business Development Associate – 01/2014 – 12/2015

City Developers Limited, Nairobi

- Manage day to day running of the office activities,
- Receiving and inspecting supplies,
- Petty cash administration,
- Filing of all payment vouchers and financial records,
- Payroll processing, preparation of management accounts

Education:

- 1.Bachelors in commerce, Kenyatta University, 2014-2017
- 2.Association of Chartered Certified Accountants(ACCA), Strathmore University, 2013-2015
- 3.Certificate in Digital marketing, Google