

Brian Njuguna

Digital Content Strategist

■ ngugidigitalcontentstrategist@gmail.com | ■ +254 712 038983 | ■ Nairobi, Kenya

■ linkedin.com/in/ngugiio

PROFILE

Remote-ready Digital Content Strategist with 3+ years of experience driving SEO, content marketing, and multi-channel campaign optimization across diverse African markets. Expert in AI-powered marketing, remote collaboration tools (Bitrix24, Notion, Monday.com, Social Blade, Google Workspace), and full-cycle digital campaign management. Skilled at turning insights into strategy, coordinating distributed teams, and delivering measurable growth. Recognized for creating content ecosystems that boost traffic, engagement, and ROI.

PROFESSIONAL EXPERIENCE

Aquantuo | Nairobi, Kenya (Hybrid)

Digital Content Strategist (01/2023 – Present)

- Led digital content strategies across 8 African countries, developing localized SEO-optimized blogs, videos, and email nurturing campaigns.
- Directed multi-channel campaigns (email, SMS, social media, SEO) using AI-driven automation and analytics to optimize performance.
- Utilized Social Blade, Google Analytics, SEMrush, and UTM tracking to measure reach, competitor benchmarks, and influencer impact.
- Managed remote collaboration and project workflows with Bitrix24, Monday.com, and Notion, ensuring alignment with regional market trends.
- Achieved +60% improvement in data quality and +40% reduction in onboarding errors by refining digital processes.

KCB Bank Group | Nairobi, Kenya

Digital Sales & Content Marketing Associate (02/2022 – 09/2023)

- Spearheaded digital campaigns for financial products (Vooma), boosting acquisition through email flows, SMS nurturing, and SEO.
- Applied analytics and A/B testing to refine customer targeting and drive consistent sales growth.
- Collaborated with internal teams to align campaign messaging with brand goals and market trends.

PACIDA | Marsabit County, Kenya

Consultant Intern (02/2021 – 06/2021)

- Designed and executed localized content for community outreach campaigns.
- Strengthened regional visibility through social media and content-driven awareness programs.

MK-Africa | Nairobi, Kenya

Creative Innovation Participant (10/2021 – 04/2021)

- Executed sustainability-focused content strategies, integrating AI for predictive analysis.
- Partnered with cross-functional teams to launch innovative campaigns aligned with brand identity.

L'Oréal Kenya | Nairobi, Kenya

Sustainability & Innovation Challenge Intern (01/2019 – 05/2019)

- Produced digital content supporting sustainability initiatives.
- Promoted eco-friendly campaigns through digital marketing and community engagement.

SKILLS

- Remote Collaboration & Productivity Tools: Bitrix24, Monday.com, Notion, Slack, Zoom, Google Workspace
- Analytics & Reporting: Google Analytics 4, SEMrush, UTM Tracking, Social Blade
- Content Strategy & Creation: SEO Blogs, Video, Copywriting, Email/SMS, Pop-ups
- AI Marketing & Automation: Klaviyo, Kling AI, SendGrid
- Market Research & Competitor Analysis: Trend Seeding, SWOT, Influencer Benchmarking
- Marketing Compliance & ROI: Budgets, Global Standards

CERTIFICATES

- AI in Marketing – ALX Artificial Intelligence Program (2024)
- Guide to Email Marketing – Chart Learning Solutions
- Twitter Marketing – Stone River eLearning
- Viral Marketing Tactics – Mindscaling
- Creating a Social Media Strategy – Mindtools
- Staying Organized with a Content Calendar – CreativeLive
- Time Management – Microw
- Turning Challenges into Successful Collaborations – Workright Ltd

ACHIEVEMENTS

- ALX AI Marketing Program (2024): Applied AI for customer journey mapping & personalization, boosting campaign effectiveness.
- Seed Consulting Project – Stanford University & Aquantuo: Co-created strategic marketing plans optimizing content ecosystems.
- Aquantuo Regional Campaigns: Increased engagement by 35% within 6 months through cross-border, remote-led strategies.

EDUCATION

Bachelor's Degree in Strategic Management

Jomo Kenyatta University of Agriculture and Technology (JKUAT) (2018 – 2022)

LANGUAGES

- English (TOEFL Certified)
- Swahili