

CLAUDIUS JOEL OTIENDE

DIGITAL MARKETING SPECIALIST

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PROFESSIONAL PROFILE

Digital marketing specialist managing Meta ads, social media and websites for education, media and medical-travel brands. Creates campaign content and promotional videos that explain services and encourage enquiries. Holds a BSc in Information Technology.

CORE SKILLS

Meta advertising and lead generation · Social media management · Audience growth
Content planning and copywriting · Brand communication · Website management
Graphic design (Canva and Figma) · Campaign artwork · Short-form video production

RELEVANT EXPERIENCE

Creative Learning World

Jan 2025 – Jul 2026

Digital Marketing Specialist | Employment | Education and family-learning programmes

- Grew Facebook followers from 300 to 3,000 in four months, achieving 900% audience growth.
- Ran 15+ Meta campaigns. Meta-reported results include 151 leads at KES 22.84 per lead for Sensory Gardens and 235 messaging conversations at KES 22.01 each for WhatsApp Community.
- Managed social media and website content, developed parent-focused promotions and supported enquiries through lead forms and WhatsApp.

Maxton Media Group

Jun 2025 – Feb 2026

Digital Marketing Specialist | Employment | Media production and event services

- Managed social media and website content at maxtonmedia.com, promoting photography, video production, studio, podcast and event services.
- Created service posters and promotional videos with consistent branding and clear calls to action; adapted creative for portrait and 1920 × 1080 landscape formats.

Mediscopes

Digital Marketing Specialist | Contract | Medical-travel agency and concierge

- Managed social media and website content at mediscopesgroup.com, explaining medical-travel services and supporting the Global Care Without Borders brand message.
- Produced healthcare awareness content, including the World Stroke Day FAST reel, using concise text, illustrative visuals and a clear closing recap.

EDUCATION

Bachelor of Science in Information Technology

Jomo Kenyatta University of Agriculture and Technology (JKUAT) | June 2025

TOOLS AND AVAILABILITY

Tools: Meta Ads Manager, Premiere Pro, DaVinci Resolve and CapCut; WordPress and Elementor familiarity.

Availability: Immediate · 40 hours/week · Fluent English · Available for US hours