

(CURRICULUM VITAE) MOSES MADENDE JUMBA

SUMMARY

Public Health Specialist, Content Writer, SEO Copywriter, Article & Blog writer and digital marketer. I am able to research, write, and deliver on digital and preventive medical sector. Capable of working with little oversight to write interesting, clean, and clear copy and seeking a growth-oriented position with a progressive organization.
Over 6 years of experience creating unique copy for varied clients and outlets. Meticulous and precise to meet exact project specifications.
Experience in achieving tangible results and cross-team collaboration. Proactive and excited to partner with like-minded individuals to achieve goals. Self-motivated to consistently provide first-class results in line with stringent targets and deadlines.

CONTACT DETAILS

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LINKEDLN: https://www.linkedin.com/in/moses-jumba-a509a0242

NATIONALITY: KENYAN

GENDER: MALE

MARITAL STATUS: MARRIED

DATE OF BIRTH: 14TH JULY,1995

RELIGION: CHRISTIAN

EDUCATION

Luminous Writers, Kenya (2020): Article writing, copywriting, data entry, virtual assistance, SEO skills, Blogs and landing pages

University of Kabianga, Kenya (2015-2019): Bachelor of Science (public health)

Kenya Red Cross, Kenya (2015): Certificate in Basic Medical First Aid

East African Institute of Science and Technology (2015): certificate in basic computer packages

Matunda S.A secondary school, Kenya (2011-2014): (Kenya Certificate of Secondary Education)

Nangili Primary School, Kenya, (2003-2010): (Kenya Certificate of Primary Education)

SKILLS

- Technical writing
- Content marketing
- SEO experience
- Blogging
- data entry
- Speechwriting
- Copywriting
- Problem-solving
- Team coordination
- Resource management
- Data collection and management
- Team oversight

EXPERIENCE SUMMARY

- **Senior Content Writer:** Premium Framework Inc / Ottawa, Canada / July 2022 – August 2023
- **Supervisor:** Amref Health Africa and Amref International university (2021 – 2023)
- **SEO Specialist:** Meaningfuljump / India / May 2022 – August 2023
- **Digital Marketing Specialist:** Hustler Marketing / Barcelona, ES / May 2022 – June 2023
- **Freelance Writer:** Upwork / Nairobi, Kenya/ Feb 2016 – Feb 2023
- **Senior Content Writer:** Talks Legal / Ontario, Canada / Feb 2021 – Jan 2022
- **Street Sanitation:** Wakiwa company limited (2020 – 2021)
- **Public Health Intern:** Jomo Kenyatta International Airport / Nairobi, Kenya / April 2019 – Dec 2019
- **Community Health Volunteer:** Huruma Lions Health Center / Mathare, Kenya/2018
- **Public health practitioner:** Matayos Health Center:
- **Teacher:** Kisigame Secondary School / Matunda, Kenya / January 2015 – August 2015

WORK EXPERIENCE DETAILS

Senior Content Writer: Premium Framework Inc / Ottawa, Canada / July 2022 – August 2023

- Delivered high-quality written content that was insightful, informative, and entertaining.
- Applied strong writing, editing, and proofreading abilities to each assignment to produce the best possible content.
- Performed in-depth research into topics to write clear and accurate copy.
- Liaised with clients to discuss project scope, content brief and brand guidelines for each project to increase client satisfaction.
- Collaborated with technical experts and other marketing professionals to produce exciting and valuable content.
- Assessed client briefs, requirements and purpose and tailored content and style to match.
- Created resources and articles across wide range of subject matters and target audiences, adjusting content, style and tone to match.
- Organised work within Content Management System and always submitted work within agreed deadlines.
- Developed, wrote and proofed creative and innovative content and resources, responding to client briefs.
- Built and maintained strong business relationships both internally and externally.
- Generated and developed content concepts, presenting creative ideas and communicating value to get client buy-in.
- Gained detailed understanding of business systems and applications to create valuable and information-lead articles.
- Managed own workload efficiently to produce high-quality work within agreed deadlines.
- Uncovered and identified high-performing topics and formats, adjusting editorial strategy to achieve targets.
- Tracked and analysed campaign success, sharing insights and learnings for future projects.
- Worked with localisation team to align content with specific needs and best practices for local markets.

Digital Marketing Specialist: Hustler Marketing / Barcelona, ES / May 2022 – June 2023

- Used in-depth SEO and SEM expertise to appropriately allocate client budgets across cross-platform digital campaigns.
- Closely monitored digital marketing trends and developments, enabling continual evolution across client campaigns.
- Produced individualized campaign performance reports, enabling flexible delivery approaches to maximize engagement and reach.
- Liaised with sales and marketing teams to advise on the profitability and success of proposed client campaigns.
- Ensured completed campaigns remained under budget, maximizing profitability and continually delivering client value.
- Carefully assessed campaign objectives, collaborating with clients to adapt delivery approaches for guaranteed results.
- Expertly led customer-focused digital campaigns from concept through completion, maximizing brand reach, engagement, and growth.
- Developed and implemented strict campaign schedules, carefully built around strategic brand awareness growth.
- Achieved success across paid and organic social media content through targeted content development and delivery.
- Collaborated effectively with cross-functional teams to develop and deliver high-profile, multi-channel digital campaigns.
- Demonstrated outstanding knowledge of Adobe and Google Analytics to enhance campaign performance evaluation.
- Monitored competitor activity to remain ahead of market trends, consistently delivering innovative, unique client strategy.
- Used compelling, captivating and engaging copywriting skills to develop effective copy for digital marketing content.

- Worked closely with comms, design and strategy teams to generate creative ideas and meet client's objectives.
- Researched content topics by interviewing subject experts to create valuable, information-driven resources.
- Gained deep understanding of industry trends and topics before creating content.
- Edited existing content to better align with brand style guides and provided constructive feedback on content ideas to other content writers.
- Kept fully up-to-date with emerging technologies, platforms and best practices to help meet client objectives.

Freelance Writer: Upwork / Nairobi, Kenya/ Feb 2016 – Feb 2023

- Applied strong writing, editing and proofreading abilities to each assignment to produce best possible content.
- Performed in-depth research into topics to write clear and accurate copy.
- Delivered high-quality written content that was insightful, informative and entertaining.
- Managed own workload efficiently to produce high-quality work within agreed deadlines.
- Uncovered and identified high-performing topics and formats, adjusting editorial strategy to achieve targets.
- Generated and developed content concepts, presenting creative ideas and communicating value to get client buy-in.
- Gained detailed understanding of business systems and applications to create valuable and information-lead articles.
- Tracked and analysed campaign success, sharing insights and learnings for future projects.
- Worked closely with comms, design and strategy teams to generate creative ideas and meet client's objectives.
- Collaborated with technical experts and other marketing professionals to produce exciting and valuable content.
- Gained deep understanding of industry trends and topics before creating content.
- Worked with localisation team to align content with specific needs and best practices for local markets.
- Kept fully up-to-date with emerging technologies, platforms and best practices to help meet client objectives.
- Researched content topics by interviewing subject experts to create valuable, information-driven resources.
- Created resources and articles across wide range of subject matters and target audiences, adjusting content, style and tone to match.
- Built and maintained strong business relationships both internally and externally.
- Developed, wrote and proofed creative and innovative content and resources, responding to client briefs.
- Organised work within Content Management System and always submitted work within agreed deadlines.
- Edited existing content to better align with brand style guides and provided constructive feedback on content ideas to other content writers.
- Created a wide variety of digital marketing content, including blogs, social media content, videos, presentations and digital adverts.
- Designed digital marketing strategies based on current marketing trends, market insights and competitor activity.
- Stayed updated on the latest digital marketing trends through regular networking and researching online daily.
- Collaborated effectively with sales and design teams to deliver outstanding online marketing campaigns, maximising client satisfaction.
- Reviewed analytics to evaluate campaign performance, making amendments to strategies for underperforming areas.
- Used outstanding creativity and content-writing skills to develop engaging copy and content for diverse industry clients.
- Implemented posting schedule, considering web traffic and customer engagement metrics for optimum results.
- Collaborated with marketing teams to help develop new growth ideas, and marketing strategies and updated teams on trends.
- Closely monitored digital campaign performance analytics, accurately identifying successes and areas for improvement.
- Designed graphics and promotional material using Adobe Illustrator, Adobe Photoshop, and Canva.
- Developed engaging content for Instagram, Pinterest, and TikTok, tailoring content based on platform audience and preferences.
- Assessed functionality of online content, quickly rectifying issues to enhance user experiences.
- Worked meticulously to deliver exactly against client briefs, ensuring campaign voice and image perfectly matched brand specifications.
- Used SEO expertise with Google Analytics knowledge to deliver wide-reaching, high-performing digital marketing campaigns.
- Devised and distributed innovative, high-performing email marketing campaigns, maximizing reader engagement.
- Leveraged expertise using Adobe Lightroom and Adobe Premiere Pro, editing and enhancing photos to meet client requirements.
- Built and nurtured positive relationships with key social media influencers, improving client campaign opportunities.
- Worked with tireless energy and enthusiasm to deliver against digital marketing targets, regularly exceeding profit KPIs.
- Operated various content management systems accurately and efficiently, uploading copy precisely within allotted timeframes.

Senior Content Writer: Talks Legal / Ontario, Canada / Feb 2021 – Jan 2022

- Edited posts for clarity and grammar before publishing.
- Created engaging blog posts, growing site content and improving user experience.
- Researched before writing blog posts about it.

- Liaised with clients to discuss project scope, content brief and brand guidelines for each project to increase client satisfaction.
- Assessed client briefs, requirements and purpose and tailored content and style to match.
- Researched competitor websites, identifying opportunities to improve client website performance.
- Updated SEO optimising tasks using content management systems.
- Wrote content to satisfy user intent by being insightful, relevant and engaging to various target audiences.
- Implemented changes directly on website through understanding technical aspects of SEO.
- Improved search engine rankings by designing and implementing onsite and offsite tactics.
- Compiled comprehensive reports to inform clients on website traffic and analytics.
- Consulted with clients on SEO, website optimisations and on-page content recommendations tailored to business goals.
- Increased inbound links and improved website authority through link building campaigns.
- Designed website mock-ups, collaborating with programmers to implement concepts.
- Juggled multiple projects simultaneously, adjusting priorities by urgency to meet deadlines.
- Leveraged appropriate SEO tools and internal data sets for monitoring, insights and recommendations.
- Identified problems and made improvement recommendations by analysing website traffic patterns.
- Carried out keyword research to determine high traffic potential.
- Inspected website code for errors, making adjustments to achieve optimal performance.
- Researched SEO keywords to develop strategies aligning with client goals.
- Developed strategies to improve user engagement and reach on social media platforms.
- Edited content to align with brand and exhibit expertise, authority and trust to uphold quality standards.
- Worked with development and content management team to advise and review HTML markup, site structure and taxonomy.
- Brainstormed content marketing strategies to boost brand awareness, generate leads and increase sales.
- Advised business clients on best mix of products for maximum sales and consumer engagement.
- Wrote copy for advertisements, email communications and media used in advertising.
- Selected distribution channels best suited to bespoke advertising objectives.
- Developed research strategies to assess market demand for new offerings.
- Identified market gaps for new and updated products and services.
- Liaised with stakeholders to identify key sales objectives and devise strategies to achieve goals.
- Implemented banner, video and other non-text link advertising campaigns to enhance blogs.
- Purchased and negotiated placement of listings in local search engines, directories and digital mapping technologies to increase exposure and visibility of blogs.
- Utilised paid advertising and affiliate programming to spearhead online marketing initiatives, bringing more traffic to blogs.
- Assisted in development and implementation of online marketing strategies for launches, rebranding campaigns and other strategic initiatives through blogs.
- Conducted surveys to gather feedback from followers, applying ideas and improving blog content.
- Integrated client branding and visual formats through collaboration with development, multimedia and design teams.
- Tracked, measured and analysed all blog initiatives to report developments and outcomes to clients.
- Measured lead nurturing processes through chatbots, content and social channels to determine topics and concepts for blogs.
- Developed and managed social media channels to release announcements regarding blog content.
- Liaised with team to brainstorm ideas, identify fresh concepts and deliver wide range of topics for blogs.
- Boosted accuracy of profiles by syncing primary and secondary data sources with SEO optimisation.
- Added strategic hyperlinks on blogs to increase exposure and incur more web traffic.
- Explored and identified new ways to engage with target demographics and increase followers.
- Used analytics tools to track visitor preference and behaviour to deliver better blog content.
- Collaborated with other bloggers to contribute to content, delivering different perspective to cater to wider audience.

Public Health Intern: Jomo Kenyatta International Airport / Nairobi, Kenya / April 2019 – Dec 2019

- Researched demographics to determine threats for specified preventable diseases.
- Scheduled interviews with stakeholders to discuss health systems and gather feedback.
- Investigated workplace to detect physical factors and hazards affecting employee health, safety and comfort.
- Conducted epidemiological research of acute and chronic diseases to trace causes and identify best treatments.
- Enforced **disease prevention** protocols among staff members, patients and visitors.
- Educated patients on **disease prevention** and treatment to promote healthy communities.
- Aided **disease prevention** and treatment by advising on health, nutrition and lifestyle.
- Enhanced patient outcomes, educating on **disease prevention** and wellness measures to reduce symptoms.
- Promoted oral health care and **disease prevention** by educating patients on proper oral hygiene.
- Offered general diet and nutrition advice, promoting positive health for illness and **disease prevention**.

- Collated consumer data for product preference analysis and campaign optimisation.
- Enhanced target market reach through tactical social media advertising.
- Employed external sales and promotions teams to maximise campaign reach and revenue.
- Established clear objectives for marketing initiatives, guiding implementation, tracking and optimisation efforts.
- Created customer awareness of goods, services and special promotions with creative advertising strategies.
- Analysed market trends and demand to develop accurate pricing strategies.
- Reviewed sales data to forecast market trends and adapt marketing strategies.
- Used data to build strategies for targeting specific markets and consumer demographics.
- Assisted businesses with setting up marketing policies and programmes for consistent growth.
- Evaluated market research outcomes for improved advertising strategy.
- Coordinated television and radio campaigns from conceptual brainstorms to post-broadcast analysis.
- Helped teams reach ambitious sales objectives with multi-channel marketing campaigns.
- Negotiated optimal placement of advertisements across different media types.
- Monitored consumer patterns, anticipating changes and maintaining marketing strategy relevance in dynamic landscape.

Teacher: Kisigame Secondary School / Matunda, Kenya / January 2015 – August 2015

- Established positive relationships with students, parents, fellow teachers and school administrators.
- Taught students cognitive, linguistic and emotional development to promote well-roundedness.
- Mentored and counselled students with adjustment and academic problems maximise potential and improve grades.
- Prepared unit and lesson plans for courses of study, following curriculum guidelines and common core standards.
- Established clear objectives for all lessons, units and projects to achieve universal success.
- Observed and assessed student performance to identify areas requiring improvement.
- Used effective teaching methods to assist with student development, including collaborative learning, positive reinforcement, modelling and explicit instruction.
- Encouraged students to persevere with challenging tasks.
- Earned positive feedback from parents regarding classroom instruction and student learning success.
- Maintained trusting student relationships by providing both educational and emotional support to students.

- Conducted research on **disease prevention**, environmental hazards and similar topics to help create successful health education programmes.
- Shared medical supplies with households for prevention and treatment of endemic diseases, minimising casualties.
- Promoted health by advising patients about diet, hygiene and methods for prevention of disease.
- Controlled prevention programmes in environmental medicine, work-related, infectious disease and aerospace to reduce risks of potentially spreading sickness.
- Provided leadership to define and implement experimental plans to validate therapeutic hypotheses, using cell-based disease-relevant models.
- Conducted forest surveys to determine tree density, present diseases and tree removal or planting required.
- Determined treatments by researching diseases, disorders or dysfunctions.
- Mucked out horse stables daily to prevent spread of disease and bacteria.
- Used knowledge of science, engineering, drafting and design to determine areas most effected by fires and design prevention methods.
- Managed loss prevention by developing efficient security requirements and monitoring strategies.
- Monitored sea vessels and enforced offshore pollution prevention regulations.
- Developed prevention and intervention programmes with community-specific approach.
- Furnished families and communities with information on prevention and care of health issues, facilitating healthy living.

• Monitored progress through classwork, coursework and project marking to provide extra support for struggling students. • Accepted coaching from fellow teachers and administrators to improve teaching quality.	

DECLARATION

I hereby declare that the above-mentioned information is correct up to my knowledge and bear the responsibility for the above-mentioned particulars.

REFERENCES

Mr. Alfred Koski Head of department (university of KabIanga) Tel no. +2547236664961 Email: alfredkoskey@gmail.com Irene Carles CEO, Luminous writers Tel: +254714775874	Mr. William Kitagawa Lecturer, University of Kabianga Tel no. +254725830866 Email: wilkita2002@yahoo.com Madam Euphresia Musindi Kenya Red Cross Kakamega County coordinator Tel no. +254711927217