

Asiago Emmanuel Brian

Head of Marketing and Communications

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📍 Lower Kabete, Kenya

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🔗 <https://asiago.journoportfolio.com/>

🎓 Education

Bachelor of Science Degree in Communications & Journalism

Moi University

08/2014 – 12/2018 | Eldoret, Kenya

📖 Courses

Google Analytics and SEO's Certification

Udemy, Google

2020 – 2020

Google AdWords Certification

Udemy, Google

2020 – 2020

🧠 Skills

- Data-driven & Affiliate marketing
- B2C socialmedia, Google AdWords
- Web and CRM analytics tools
- Creative Content creation and copywriting
- Analytics and Data Interpretation
- Digital marketing
- Marketing Automation
- Email campaigns & SEO\SEM

🛠️ Tools & Softwares

- Sprout Social
- SEMrush
- Ahrefs
- Google AdWords
- Facebook Ads Manager
- Mailchimp

👤 Profile

Dynamic Marketing Manager with 8+ years of cross-industry experience in music, journalism, tires, and leading digital agencies. Proven in delivering 20–45%+ ROI through sharp, data-driven multi-channel strategies, leading teams, managing budgets, accelerating acquisition, shortening sales cycles, and maximizing LTV. Blends creative storytelling, cultural insight, and commercial execution – ready to drive bold, measurable growth for your brand.

📁 Professional Experience

Head of Marketing and Communication

EMC Music Group

01/2025 – Present | Nairobi, Kenya

- Built and ran integrated marketing strategies across East Africa for EMC, driving artist streams up 40% since 2024 launch.
- Revamped PR and social media for the emerging label, growing followers 60% and boosting annual revenue 20% in under two years.
- Successfully organized two major festivals: Luo Festival 2025 and Malaika Music Festival 2024, generating ~KES 10M in revenue.
- Led PR outreach, forged key media relationships, and secured regular coverage for EMC and its roster.
- Planned and delivered album launches, concerts, and fan events to build momentum for the fast-rising label.
- Tracked campaign performance, optimized strategies in real time, and managed tight budgets effectively.
- Set up data-driven dashboards to measure results and guide smarter decisions for the quickly scaling new label.

Communication & Marketing Manager East Africa

Ziiki Media

12/2020 – 12/2024 | Nairobi, Kenya

- Developed and executed integrated marketing strategies across East Africa, increasing artist streams by 60%
- Replaced outdated marketing strategies with new and comprehensive campaigns, reducing the advertising budget from \$50,000 to \$10,000 annually.
- Improved PR efforts and boosted social media followers by 85%, which helped increase annual revenue by 40%.
- Oversee public relations efforts, including developing relationships with media outlets and securing coverage for the label and its artists.
- Plan and execute events, including album launches, concerts, and fan engagement activities.
- Analyze and reporting on the success of marketing campaigns and adjust strategies as needed while managing budgets.
- Analyzed market trends and consumer behavior to inform strategic decision-making and optimize marketing strategies.
- Implemented data-driven reporting systems to measure campaign efficacy, informing future strategy adjustments and enhancements.

Digital Marketer Manager

Digital Tailor Agency

06/2020 – 10/2020 | Nairobi, Kenya

- Drove average 40% sales growth for 10+ clients through multi-channel digital strategies (SEO, PPC, social, email)
- Increased qualified leads by 40% and improved client ROI by 30% with data-driven campaign optimization.
- Grew client website traffic by 60% via advanced SEO & content marketing
- Reduced client acquisition costs by 25% while boosting conversion rates by up to 35%
- Led team to deliver 50% higher engagement and millions in attributable revenue for key accounts
- Created multi-channel marketing campaigns for 50+ demographic target audiences at the request of the company's biggest clients.

References

Kevin Mwangi, *Content Manager E.A.*,
Ziiki Media
kevinmwangi@gmail.com, +254724041911

Kevin Macharia, *Operations Manager*,
Zuku Satellite
kamanga.macharia@gmail.com,
+254722326464

Zainab Mansur, *Marketing Manager*,
Freight In Time
zainab.mansur@freight-in-time.com,
+254720344832

Operations & Marketing Manager

Autoseal Ltd

08/2018 – 08/2020 | Nairobi, Kenya

- Drove 35% annual sales growth through strategic marketing, expanded dealer network & targeted promotions for Slime tire sealants and air pumps
- Increased market penetration by 45% in passenger, commercial & off-road segments, strengthening brand leadership in Kenya
- Improved operational efficiency, cutting costs by 20% while achieving 98% on-time delivery.
- Consistently exceeded revenue targets, delivering 120%+ of quarterly goals multiple years.
- Built strong relationships with tire dealers, auto shops & fleet operators, significantly growing repeat business & market share.

Team leader

Zuku Satellite & Internet (Wananchi Group)

01/2016 – 08/2018 | Nairobi, Kenya

- Directed marketing strategy, social media, call center teams (inbound/outbound), data entry & campaigns while managing budgets.
- Drove over 40% growth in new subscriptions through targeted multi-channel campaigns.
- Increased brand awareness & engagement by 30%+, strengthening Zuku's position in Kenya's pay-TV and fibre market.
- Led high-performing teams to improve conversion rates, reduce churn and deliver strong ROI.
- Spearheaded innovative digital & outbound strategies that fueled consistent revenue growth.

Radio Intern

Kenya Broadcasting Corporation

02/2017 – 05/2017 | Nairobi, Kenya

- Supported live broadcasting on national stations (Radio Taifa, Coro FM & others) reaching millions of listeners.
- Prepared scripts, screened calls, cued music/ads, and operated studio equipment during live shows.
- Assisted in content creation: researched topics, booked guests, wrote outlines, and edited audio.
- Collaborated with senior presenters & producers, contributing ideas that enhanced on-air flow & listener engagement
- Gained practical experience with professional broadcast tools at Kenya's leading state broadcaster.

Previous Experiences

Freight In Time and Shop2Shop

Digital Planner

01/2022 – 05/2023 | Nairobi, Kenya

K24 Plus

Digital Planner

01/2021 – 05/2021 | Nairobi, Kenya

Villa Care Kenya & Homes Kenya Universal (Projects)

Marketing & Social Media Manager

10/2020 – 12/2020 | Nairobi, Kenya