



My Portfolio

ASIAGO EMMANUEL

Social Media Manager

Delivering Digital Growth through Strategic
Social Media Marketing

@asiagojr

EDUCATION

Bachelor of Science Degree in
Communication & Journalism

Moi University, Eldoret
2014 - 2018

Google Analytics and SEO
Certification (Udemy/Google,
2020).

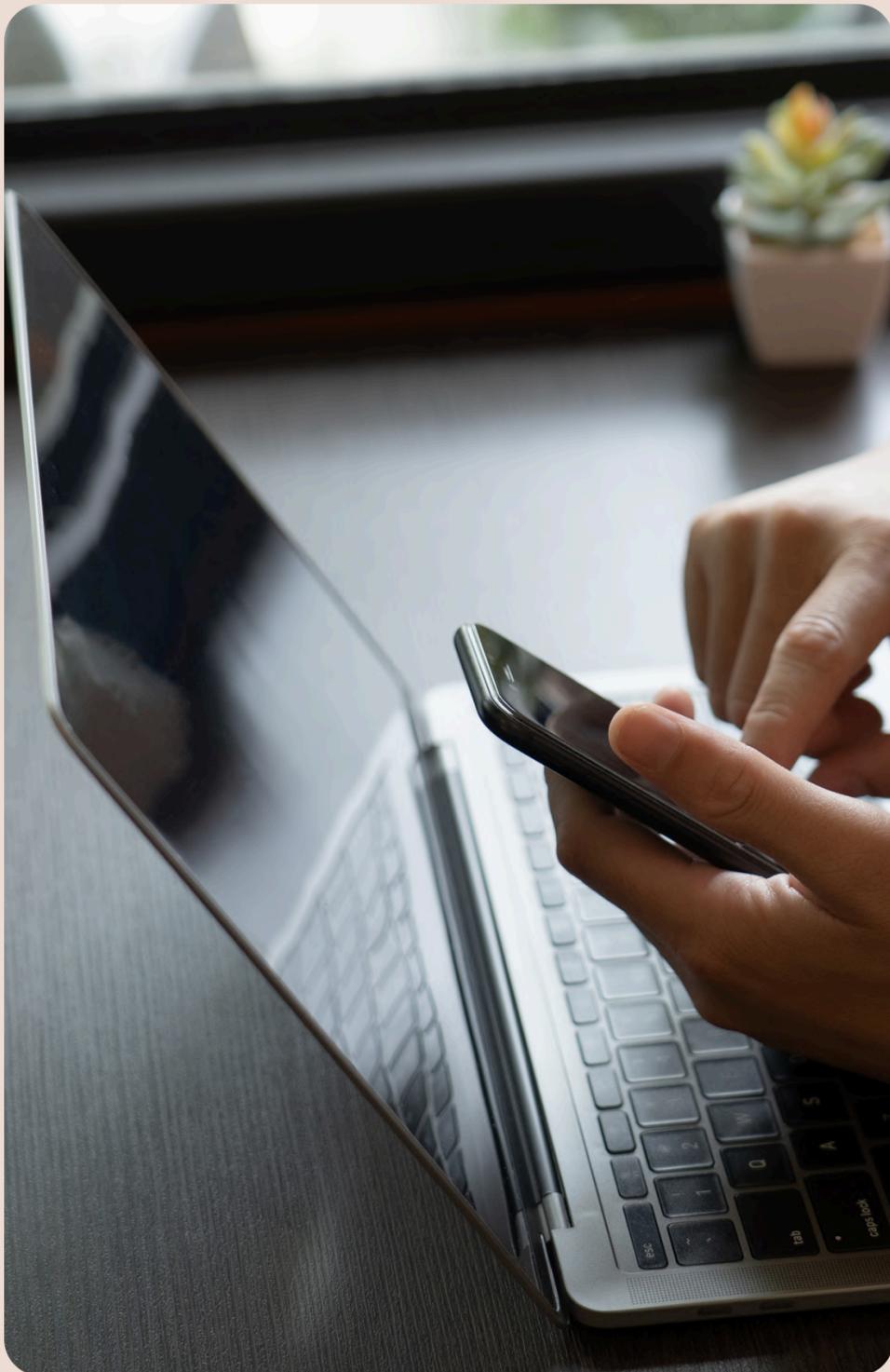
Google AdWords Certification
(Udemy/Google, 2020).





About Me

Creative and results-driven social media manager with over 8 years of experience in crafting and executing successful social media strategies. Proven track record of increasing brand awareness, engagement, and follower growth through innovative content and targeted campaigns



EXPERIENCE

Social Media Manager
EMC Music Group.

Social Media Manager
Digital Tailor Agency

Social Media Manager
Zuku Satellite & Internet

Social Media Manager
Tommy Flavour- Musician

Social Media Specialist
Ziiki Media.

Social Media Specialist
Autoseal Ltd

Social Media Manager
Darassa- Musician

Social Media Manager
Cedo- Musician

2M

Client
Followers

200+

Clients

3.450

Sales

1000+

Designs

- 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 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.

SKILLS

1. Social Media Strategy
2. Content Creation
3. B2C Social Media, Google AdWords
4. Email Campaigns & SEO/SEM
5. Analytics & Reporting
6. Paid Social Media Advertising

TOOLS & SOFTWARE

1. Sprout Social
2. SEMrush
3. Ahrefs
4. Trello
5. Canva, Photoshop, CapCut
6. Google AdWords/Meta Ads
7. Mailchimp



Project Portfolio

Social Media Manager

EMC [zukufiberkenya](#)

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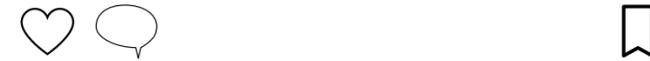
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 [cedo_kadenyi](#) 



 [tommyflavour](#) 



 [darassacmg255](#) 



Project Portfolio

Social Media Manager

SOCIAL MEDIA CAMPAIGNS

A successful social media campaign is one that achieves specific business goals, engages the target audience, and generates measurable results. To illustrate, here's a breakdown of key elements and examples of successful social media campaigns

KEY ELEMENTS OF A SUCCESSFUL SOCIAL MEDIA CAMPAIGN



Clear Goals



Understanding the Audience



Creative Content



Platform Optimization



Engagement and Interaction

Audience Engagement and Growth

Audience engagement and growth are essential for building a loyal and active following on social media. Engagement refers to the interaction between your audience and your content (likes, comments, shares, clicks), while growth focuses on increasing your follower base and extending your reach. A strategy for both involves creating meaningful connections, fostering conversations, and providing value to your audience.



Here's a step by step guide to boost audience engagement and growth

- Understand Your Audience
- Post High-Quality and Relevant Content
- Be Consistent with Posting
- Encourage Interaction
- Engage with Your Audience Actively
- Collaborate with Influencers and Partners

Paid Social Media Campaigns

Paid social media campaigns involve using advertising features on social media platforms to promote content, products, or services to a targeted audience. Here's a detailed guide on paid social media campaigns:

- Defining the Goals of a Paid Social Media Campaign
- Selecting the Right Platform
- Choosing the Ad Format
- Targeting the Right Audience
- Budgeting and Bidding Strategies
- Analyzing Results and Reporting

A paid social media campaign can be a powerful way to achieve business goals, but it requires strategic planning, thoughtful execution, and continuous optimization. By targeting the right audience, using compelling content, testing different approaches, and carefully monitoring performance, you can maximize the impact of your campaigns and drive meaningful results.



Thank You

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