

EMMANUEL BRIAN ASIAGO

Digital Marketing Manager | Growth & Brand Strategist

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager with 8+ years of cross-industry experience spanning music, media, e-commerce, and digital agencies. Proven track record of delivering 20-45%+ ROI through data-driven multichannel campaigns including SEO/SEM, Google Ads, paid social, email automation, and content marketing. Skilled in leveraging AI tools, analytics platforms, and creative software to optimize campaign performance and scale brand growth. Adept at managing distributed teams, overseeing budgets, and building digital presence for fast-growing brands and artists across East Africa.

CORE COMPETENCIES

Digital Strategy & Campaign Management | Google Ads (Search, Display, Video/YouTube) | SEO / SEM | Paid Social (Meta, TikTok) | Email Marketing & Automation | Content Creation & Copywriting | Marketing Analytics & Reporting | CRM & Web Analytics | Artist & Brand Social Media Management | PR & Media Relations | Budget Management | Team Leadership

TOOLS & TECHNOLOGIES

Advertising:	Google Ads, Facebook Ads Manager, TikTok Ads Manager, Google AdWords, Meta Business Suite
Analytics:	Google Analytics, SEMrush, Surfer SEO, Ahrefs, Google Search Console
CRM & Email:	Mailchimp, Sprout Social, HubSpot
Creative:	Adobe Photoshop, Canva, CapCut
AI Tools:	Claude, Jasper, Gemini, Synthesia, AI-assisted content creation & video editing tools
Automation:	Notion, Google Labs, Zapier
Website & CMS:	WordPress

PROFESSIONAL EXPERIENCE

Head of Marketing & Communications

Jan 2025 - Present

EMC Music Group

Nairobi, Kenya

- Develop and execute integrated digital marketing strategies across East Africa, driving a 40% increase in artist streams within the first year of the label's launch.
- Plan, launch, and optimize Google Ads campaigns (Search, Display & YouTube) for artist music video releases, boosting views, reach, and fan acquisition.
- Manage and grow social media accounts for multiple artists - developing content calendars, running paid promotions, and scaling follower bases across Instagram, TikTok, and YouTube.
- Revamped label PR and social media presence, growing followers 60% and contributing to a 20% increase in annual revenue in under two years.
- Produced and marketed two major live events: Luo Festival 2025 and Malaika Music Festival 2024, generating combined revenue of approximately KES 10M.
- Built data-driven reporting dashboards to track campaign KPIs and inform real-time optimization decisions.
- Secured consistent media coverage for EMC and its artists through proactive PR outreach and strategic media partnerships.

Communications & Marketing Manager - East Africa

Dec 2020 - Dec 2024

Ziiki Media

Nairobi, Kenya

- Led end-to-end digital marketing for a regional music label, increasing artist streams by 60% through targeted multichannel campaigns.
- Ran Google Ads and paid social campaigns for artist music video launches, optimizing spend to maximize views, engagement, and audience growth.
- Managed social media accounts for multiple artists - curating content, running paid promotions, and growing combined following by 85%.
- Redesigned the label's marketing strategy and reduced annual advertising spend from \$50,000 to \$10,000 while maintaining and improving overall campaign performance and ROI.
- Contributed to a 40% increase in annual label revenue through strategic digital acquisition and partnership activations.
- Implemented data-driven reporting systems using SEMrush, Google Analytics, and Sprout Social to measure campaign effectiveness and guide strategy.
- Planned and executed album launches, artist concerts, and fan engagement events to amplify label visibility across East Africa.

Digital Marketing Manager

Jun 2020 - Oct 2020

Digital Tailor Agency

Nairobi, Kenya

- Managed multichannel digital campaigns (SEO, PPC, social, email) for 10+ clients, delivering an average 40% increase in sales.
- Increased qualified leads by 40% and improved client ROI by 30% through continuous data-driven campaign optimization.
- Grew client website traffic by 60% through advanced SEO strategies and targeted content marketing.
- Reduced client acquisition costs by 25% while boosting conversion rates by up to 35% through funnel and landing page optimization.
- Developed multichannel campaigns targeting 50+ demographic segments, delivering 50% higher engagement for key accounts.

Operations & Marketing Manager

Aug 2018 - Aug 2020

Autoseal Ltd (Slime Products)

Nairobi, Kenya

- Drove 35% annual sales growth through strategic marketing, expanded dealer networks, and targeted product promotions.
- Increased market penetration by 45% across passenger, commercial, and off-road vehicle segments in Kenya.
- Consistently exceeded quarterly revenue targets, delivering 120%+ of goals across multiple fiscal periods.
- Improved operational efficiency, reducing overhead costs by 20% while maintaining 98% on-time delivery rates.

Digital Marketing Team Leader

Jan 2016 - Aug 2018

Zuku Satellite & Internet (Wananchi Group)

Nairobi, Kenya

- Directed digital marketing strategy, social media management, and inbound/outbound call center operations.
- Drove 40%+ growth in new subscriber acquisitions through targeted multichannel digital campaigns.
- Increased brand awareness and engagement by 30%+, strengthening Zuku's market position in Kenya's pay-TV and fibre sector.
- Led cross-functional teams to improve conversion rates, reduce churn, and deliver strong and consistent campaign ROI.

ADDITIONAL EXPERIENCE

Digital Planner - Freight In Time & Shop2Shop (Jan 2022 - May 2023)

Digital Planner, Digital Wing - K24 Plus App (Jan 2021 - May 2021)

Marketing & Social Media Manager - Villa Care Kenya & Homes Kenya Universal (Oct 2020 - Dec 2020)

Radio Intern - Kenya Broadcasting Corporation (Feb 2017 - May 2017)

EDUCATION

Bachelor of Science - Communications & Journalism

2014 - 2018

Moi University, Eldoret, Kenya

CERTIFICATIONS

Google Analytics & SEO Certification - Google / Udemy (2020)

Google AdWords Certification - Google / Udemy (2020)