

JANET WALOWE MLOLWA

CONTACT

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[in www.linkedin.com/in/janet-mlolwa](https://www.linkedin.com/in/janet-mlolwa)

SKILLS

Copywriting

Content Writing

Product Management

Canva

Creative Strategist

Critical Thinking

Content Ideation

Marketing

Social Media Management

English Tutor

LANGUAGES

English (Fluent)

Swahili (Fluent)

French (Basic)

INTERESTS

Copywriting

Product Management

Content Writing

Creative & Design

OBJECTIVE

Ever wonder why some words stick with you long after you've read them? That's the magic I aim to create. As a versatile copywriter and content writer, I craft stories that move people, from compelling brand narratives to engaging content to striking visuals. As the Founder and lead Writer of Spot It For You, I seamlessly blend music, emotion, and storytelling to spark reflection and action.

EXPERIENCE

Spot It For You

October 2024 - Present

Founder & Lead Writer

Developed and launched a purpose-driven project exploring the intersection of music, mental health, self-growth, and societal change, showcasing a unique approach to storytelling and engagement.

Created compelling, thought-provoking content across blogs and social media, blending narrative depth with actionable insights to drive audience connection and interaction. Designed eye-catching visuals using Canva to enhance content appeal and engagement.

Optimized blog posts for SEO on Medium, increasing organic traffic and directing listeners to Spotify-linked song analyses, fostering community discussions and deeper engagement.

Urbanwise Solutions

September 2024 - Present

Copywriter & Creative Strategist

Conducted market research to support product development and uncover customer needs, ensuring data-driven decision-making in content strategy.

Craft and refine compelling copy for various platforms, including blogs, LinkedIn, and marketing materials, aligning messaging with brand goals and audience engagement.

Collaborate on graphic design content creation using Canva, enhancing social media engagement and sparking meaningful conversations.

Contributed to UrbanWise Solutions' recognition as one of the Top 28 Real Estate Startups by F6S, demonstrating the impact of strong brand storytelling and strategic content.

M.Swahili Diner

March 2021 - July 2024

Founder & Head of Brand

Founded and managed a thriving cloud kitchen and meal-prepping business, overseeing daily operations, branding, and customer experience.

Developed and executed marketing strategies to boost brand awareness and customer retention, including managing social media accounts and crafting content tailored to the target audience.

Created high-converting social media ad copies, driving engagement and increasing orders through compelling messaging and strategic placement.

Ceramic Pro Ltd

January 2020 - December 2020

Receptionist and Marketing Agent

Supported business operations and marketing initiatives by handling administrative tasks while assisting in promotional efforts.

Managed social media accounts and developed creative content, enhancing brand visibility and engagement.

Led targeted marketing campaigns, utilizing strategic messaging to attract and retain customers.

El Baul Ltd

July 2018 - December 2019

Retail Sales Assistant

Delivered exceptional customer service, fostering a positive shopping experience and building customer loyalty.

Drove sales growth, achieving a 30% increase in revenue through strategic upselling and cross-selling techniques.

Maintained in-depth product knowledge, enabling tailored recommendations that met customer needs.

EDUCATION

University of Nairobi

2018

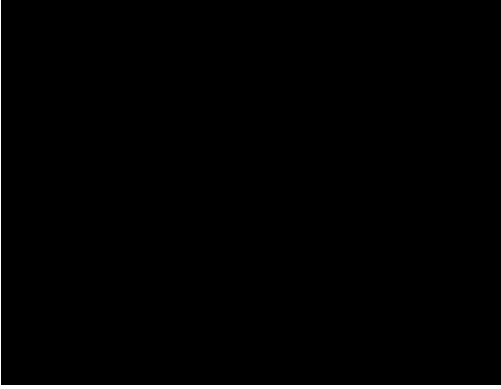
Bachelor's degree in Fisheries and Aquaculture Management

Second Class Honours Upper-Division

ALX Africa

2024

AI Career Essentials



Pendo.io
2024
AI Product Management

PROJECTS

Project lead

As the project lead in a simulation project for my AI Career Essentials course at ALX Africa, I led research and user experience analysis to improve our adventure travel planning app. Despite initial challenges, I successfully guided the project to relaunch, showcasing my ability to manage complex projects in dynamic environments.

REFERENCE

Available upon request