

JANET WALOWE MLOLWA

CONTACT

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SKILLS

Copywriting

Email Marketing

Product Management

Canva Design

Marketing Automation

A/B Testing

Content Ideation

Performance Analytics

Campaign Strategy

List Segmentation

LANGUAGES

English (Fluent)

Swahili (Fluent)

French (Basic)

INTERESTS

AI Automation

Product Management

Social Reforms

Creative writing

Travelling

UX & Digital Products

OBJECTIVE

Multi-industry Copywriter and Content Strategist with hands-on experience creating and managing marketing campaigns across fashion, wellness, travel, beauty, and finance. Adept at writing compelling copy, designing visual content, and optimizing for engagement. Currently focused on growing expertise in Email Marketing, Campaign Strategy, and Automation. Highly organized, self-driven, and creative, I bring clarity, connection, and strategic thinking to every project.

EXPERIENCE

Spot It For You

October 2024 - Present

Founder & Lead Writer

Developed and launched a purpose-driven storytelling platform exploring music, mental health, self-growth, and social change.

Wrote blog and social media content that blended personal insight with broader engagement strategies.

Designed social content using Canva to boost appeal and build a small, loyal readership.

Optimized blog posts for SEO on Medium, increasing organic traffic and referral engagement.

UrbanWiZE

September 2024 - May 2025

Copywriter & Creative Strategist

Researched user and market insights to shape brand messaging and digital strategies.

Wrote marketing copy for blogs, LinkedIn posts, and digital collateral aligned to growth goals.

Collaborated with the design team to enhance visual content for social media.

Supported UrbanWiZE's recognition as a Top 28 Real Estate Startup on F6S through strategic storytelling.

M.Swahili Diner

March 2021 - July 2024

Founder & Head of Brand

Built a successful cloud kitchen brand, developing customer-facing communication and campaigns.

Created persuasive ad copy for Instagram and Facebook, increasing sales and retention.

Managed content calendars, brand voice, and visual consistency.

Ceramic Pro Ltd

January 2020 - December 2020

Receptionist and Marketer

Managed social pages and coordinated targeted campaigns to grow brand awareness.

Contributed content and messaging strategies to support lead generation.

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, AI Career Essentials (2024)

Led research and UX analysis for a travel planning app in a simulated product sprint.

Presented a relaunch proposal grounded in data and user needs.

REFERENCE

Available upon request