

MOSES KIPRONO

Digital Marketing Expert | Content Strategist | Graphic Designer | Social Media Manager

Location: Kenya

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Expert with **over 5 years of experience** helping brands grow through strategic content, social media marketing, graphic design, and digital campaigns. Experienced in developing high-performing content strategies, managing multi-platform social media accounts, producing engaging visual content, and executing data-driven marketing campaigns. Proven success in the healthcare, tourism, hospitality, and lifestyle sectors, consistently increasing brand awareness, audience engagement, and online growth through creative storytelling and measurable marketing strategies.

CAREER HIGHLIGHTS

Digital Marketing & Strategy

- Planned and executed integrated digital marketing campaigns across Facebook, Instagram, TikTok, LinkedIn, and Google platforms.
- Developed content strategies that increased audience engagement and strengthened brand positioning.
- Managed organic and paid marketing campaigns with measurable performance improvements.

Content Creation & Graphic Design

- Produced professional graphics, marketing materials, promotional videos, and branded campaigns.

- Created compelling healthcare educational content, tourism campaigns, and promotional advertisements.
- Designed digital assets for websites, social media, print, and marketing events.

Video Production

- Planned, filmed, and edited promotional videos, reels, interviews, educational content, and campaign videos.
- Developed engaging storytelling formats that increased audience retention and engagement.

Website & Digital Presence

- Managed website content and SEO optimization.
- Worked with WordPress to improve online visibility and user experience.
- Developed landing pages and digital content supporting marketing campaigns.

Analytics & Performance

- Tracked campaign performance using Meta Business Suite and other analytics platforms.
- Produced monthly marketing reports and performance insights to improve campaign effectiveness.

PROFESSIONAL EXPERIENCE

Content Creator & Digital Marketing Officer

Bloom Hospital

February 2026 – Present

- Develop and execute digital marketing campaigns for hospital services and healthcare awareness.
- Create educational and promotional content for social media platforms.
- Produce photography, videography, and graphic design materials.
- Plan monthly content calendars aligned with hospital campaigns.
- Support website content updates and digital communication initiatives.
- Analyze campaign performance and optimize content based on audience insights.

Digital Marketing & Social Media Specialist

Olanka Safaris

January 2024 – January 2026

- Managed social media platforms and digital campaigns.
- Increased audience growth and online engagement across Facebook, Instagram, and TikTok.
- Designed marketing materials and travel promotional campaigns.
- Produced destination videos and tourism-focused content.
- Developed the *Olanka Explorer* travel magazine.
- Managed paid advertising campaigns and performance reporting.

Digital Marketing & Content Creator

Cyprus Park

April 2022 – December 2023

- Managed social media accounts and content creation.
- Designed promotional graphics and digital advertisements.
- Planned and executed customer engagement campaigns.
- Produced promotional photography and videography.
- Supported event marketing and brand awareness initiatives.

Freelance Digital Marketing Consultant

2021 – Present

- Provide digital marketing consultancy for businesses across healthcare, tourism, hospitality, and retail.
- Develop branding strategies and content marketing plans.
- Design logos, social media creatives, and marketing materials.
- Build and manage WordPress websites.
- Execute Meta and Google advertising campaigns.
- Produce professional photography and promotional videos.

KEY PROJECTS

- Bloom Hospital Digital Marketing Campaigns

- Bloom Hospital Website Planning & Content Strategy
- Olanka Explorer Travel Magazine
- Healthcare Awareness Video Campaigns
- Tourism Destination Marketing Campaigns
- Social Media Growth Strategies
- Brand Identity Development
- Content Strategy for Multiple Businesses

TECHNICAL SKILLS

Digital Marketing

- Social Media Marketing
- Content Strategy
- Brand Management
- Meta Ads
- Google Ads
- SEO
- Email Marketing

Creative

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Canva
- CapCut
- Photography
- Videography
- Video Editing

Web

- WordPress
- Website Management
- Basic HTML/CSS

Analytics

- Meta Business Suite
- Google Analytics
- Campaign Reporting
- Performance Analysis

EDUCATION

Certificate in Tourism Management (Express Certificate)

PROFESSIONAL STRENGTHS

- Strategic Thinking
- Creative Storytelling
- Content Marketing
- Graphic Design
- Project Management
- Communication
- Team Collaboration
- Problem Solving
- Data-Driven Decision Making

REFERENCES

Available upon request.