

# Curriculum Vitae

## Personal details

**NAME** : Philip Otieno Onyango  
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: 0791979560  
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**Portfolio** : <https://philiponyango5.wordpress.com/>

## Professional summary

I am an experienced and analytical digital marketer skilled in web design and graphic design, with a strong focus on integrating artificial intelligence into marketing strategies. With a solid foundation in UX/UI principles, I specialize in developing visually stunning websites that captivate audiences. My expertise in data-driven marketing allows me to utilize AI technologies to improve targeting, segmentation, and campaign performance, resulting in increased brand visibility and revenue growth.

## Skills

- Web designer
- Team building
- Content creation
- Communication skills
- Search engine monetization
- Search engine optimization
- paid advertising and interaction design
- E-mail marketing and influencer marketing
- conversion rate optimisation
- data analytics tools
- market automation
- display advertising
- creative consulting
- content marketing strategy and content development
- omnichannel marketing
- artificial intelligence and machine learning in marketing

## Experience

Company	Role	Duration
<a href="#">Vision company</a>	i was given a role as a search engine optimizer where i  Increased the total number of sales from 3% to 7% in 3 months	April 2024-August 2024
<a href="#">Vision company</a>	i was hired as a sales and marketing agent then in a period Of one month i was promoted as a search engine optimizer	March 2024-April 2024
<a href="#">Light house int. Chappel</a>	Am still a volunteer at light house international chapel as a content creator and reels due to my ability to engage More audience in benefit of the organization	November 2023- ongoing
<a href="#">New age labels</a>	i was hired as a digital marketer in new age labels where i Used to handle and manage their their social media account And monitor the amount of customer traffic across the website	May 2023-November 2023

## EDUCATION

SCHOOL	COURSE	YEAR
Microsoft azure	artificial intelligence	september 2024- ongoing
Finn church aid	digital marketing	april 2024- december 2024
Coursera school	web design	january 2023- february 2024
Naivasha day secondary	.....	january 2019- december 2022

## Languages

- English language proficiency
- B2

## REFERENCE

NAME	INSTITUTION	CONTACTS	Gmail
Peter Njuguna	digital marketing	0113781695	<a href="mailto:Peter.Njuguna@kirkonulkomaanapu.Fi">Peter.Njuguna@kirkonulkomaanapu.Fi</a>
Pius Musyoki	Finn church aid	0711345516	<a href="mailto:Musyokipius@gmail.com">Musyokipius@gmail.com</a>