

CURRICULUM VITAE

maryannemutaic@gmail.com
+254706724909

Professional Summary

Results-driven SEO and digital marketing specialist with a strong background in content strategy and three years of successful sales. Proven track record in boosting website traffic, managing social media, and optimizing online presence. Skilled in leading cross-functional teams—including developers and designers—to deliver impactful web and digital projects like **Dragon Engineering**. Strong communicator, highly organized, and committed to delivering exceptional results for clients across diverse industries.

WORK EXPERIENCE

Freelance-Content Creator |SEO Specialist | Digital Marketing Strategist.(Oct 2023 - Present)

SEO Expertise:

- Led the full web development project for **Dragon Engineering and Luxury Perfumes** by coordinating a cross-functional team of a developer and designer, ensuring timely delivery and SEO-ready performance.
- Developing and implementing tailored SEO strategies to increase organic search traffic for clients such as **Comligo Spanish** and **Dragon Engineering**.
- Managing link-building campaigns and monitoring backlink profiles to maintain quality and relevance.
- Analyzing website performance using tools like Google Analytics and Google Search Console, delivering actionable insights and reports.

Social Media Management:

- Managing social media content and campaigns for fashion brands including **Felicity's**, **Zopo Man**, **TG Collection** and **Mega Charms**.
- Creating and curating engaging content for platforms like Facebook, Instagram, TikTok, and email marketing to boost engagement and brand visibility.
- Crafting and executing customized social media strategies tailored to each client's target audience

and brand goals.

Digital Marketing Campaigns:

- Designing, implementing, monitoring and analyzing campaigns to promote client brands and their products/services across various industries.
- Collaborating with teams to create optimized landing pages and enhance the user experience for improved results.

Globleflight Kenya - Digital Marketing/SEO Specialist (Jan 2023-October 2023)

- Conducted precise keyword research, on-page optimizations, and backlink strategies to achieve impressive organic rankings in the logistics industry
- Crafted engaging, SEO-optimized blog content and devised content marketing strategies for enhanced visibility
- Created Google Ads campaigns, social media strategies and email marketing for lead generation and ROI.
- Leveraged data analytics for informed decision-making and A/B testing for conversion rate.
- Crafted social media/Email copies and performance marketing strategy
- Course transition to SEO

Sky Garden- August 2019 - October 2022 Commercial Key Account Manager:

- Led high-performing teams, ensuring project success and client satisfaction.
- Strategically managed key accounts, driving revenue growth through innovative solutions.
- Excelled in negotiation, contract management, and cross-functional collaboration.

SKILLS:

- SEO & SEM
- Content creation and Social media management
- User Experience Design and digital Advertising &

EDUCATION

Muranga University-Bsc in Procurement and supply chain management -09/2014 - 08/2018

Udemy-Beginner SEO to Advanced SEO-OCT 2022

REFERENCES

- Jane Orumoi-+971529250610-CEO - **Luxury Perfumes**
- Stacy Ochuka -0706898046-Head of Operations - **Comligo Spanish**