

VIVIEN WAMALWA

MANTRA; IF YOU NEVER TRY, YOU'LL NEVER KNOW.



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About me

Hi, I'm Vivien Wamalwa, a passionate traveller, dreamer, and believer in the power of growth. I've always been fascinated by the idea of exploring new places, meeting new people, and immersing myself in different cultures—it's what fuels my soul. For me, travel isn't just about seeing the world; it's about learning, evolving, and finding inspiration in every corner of life. I'm someone who thrives on challenges and loves stepping out of my comfort zone because I believe that's where the magic of growth happens. Whether it's planning my next adventure or working on personal goals, I'm all about embracing change, staying curious, and living life with an open heart and mind.



Key Skills

Digital Marketing

Proficient in SEO, PPC, social media marketing, email marketing, and web analytics

Content Creation

Skilled in creating engaging content across various platforms including blogs, social media, videos, and whitepapers

Brand Strategy

Developed and executed brand strategies that align with business objectives and resonate with target audiences

Campaign Management

Managed end-to-end marketing campaigns from ideation to execution and measurement

Team Leadership

Led and motivated cross-functional teams to deliver high-quality work on time and on budget

Digital toolkit

Email Marketing

- Mailchimp
- Constant Contact
- SendGrid
- ConvertKit
- Active Campaign

Content Management Systems (CMS)

- WordPress
- Wix
- Contentful
- HubSpot CMS

Automation and Integration

- Zapier
- IFTTT
- Integromat

SEO and Content Marketing

- SEMrush
- Ahrefs
- Moz Pro
- BuzzSumo
- Yoast SEO

Social Media Management

- Hootsuite
- Buffer
- Sprout Social
- Later
- Agorapulse

PPC and Attribution

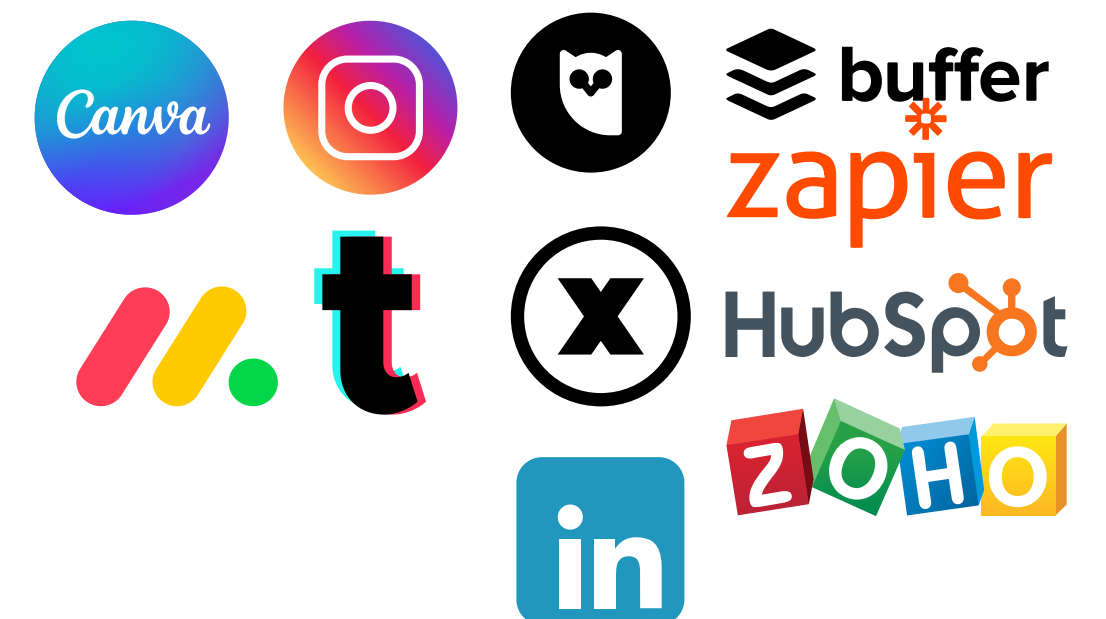
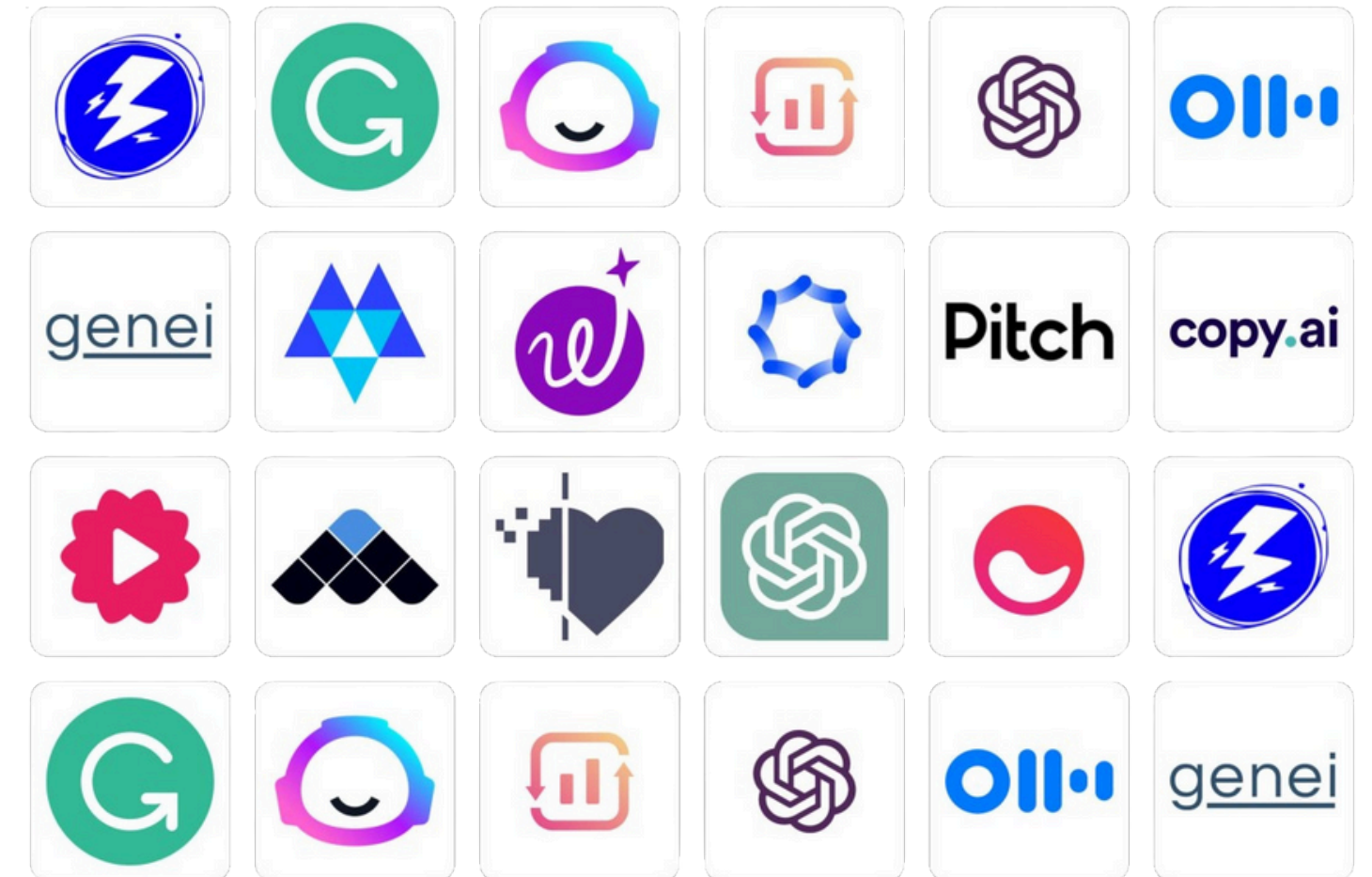
- Google Ads
- Facebook Ads Manager
- LinkedIn Ads
- Google Analytics (with attribution modelling)
- AppsFlyer (multi-touch attribution)
- TikTok Ads

Analytics and User Behavior

- Google Analytics
- Hotjar
- Mixpanel
- Amplitude

Customer Relationship Management (CRM)

- HubSpot CRM



Brands I've worked with



MINISTRY OF SPORTS,
CULTURE AND HERITAGE



MEDIAEDGE PUBLIC RELATIONS

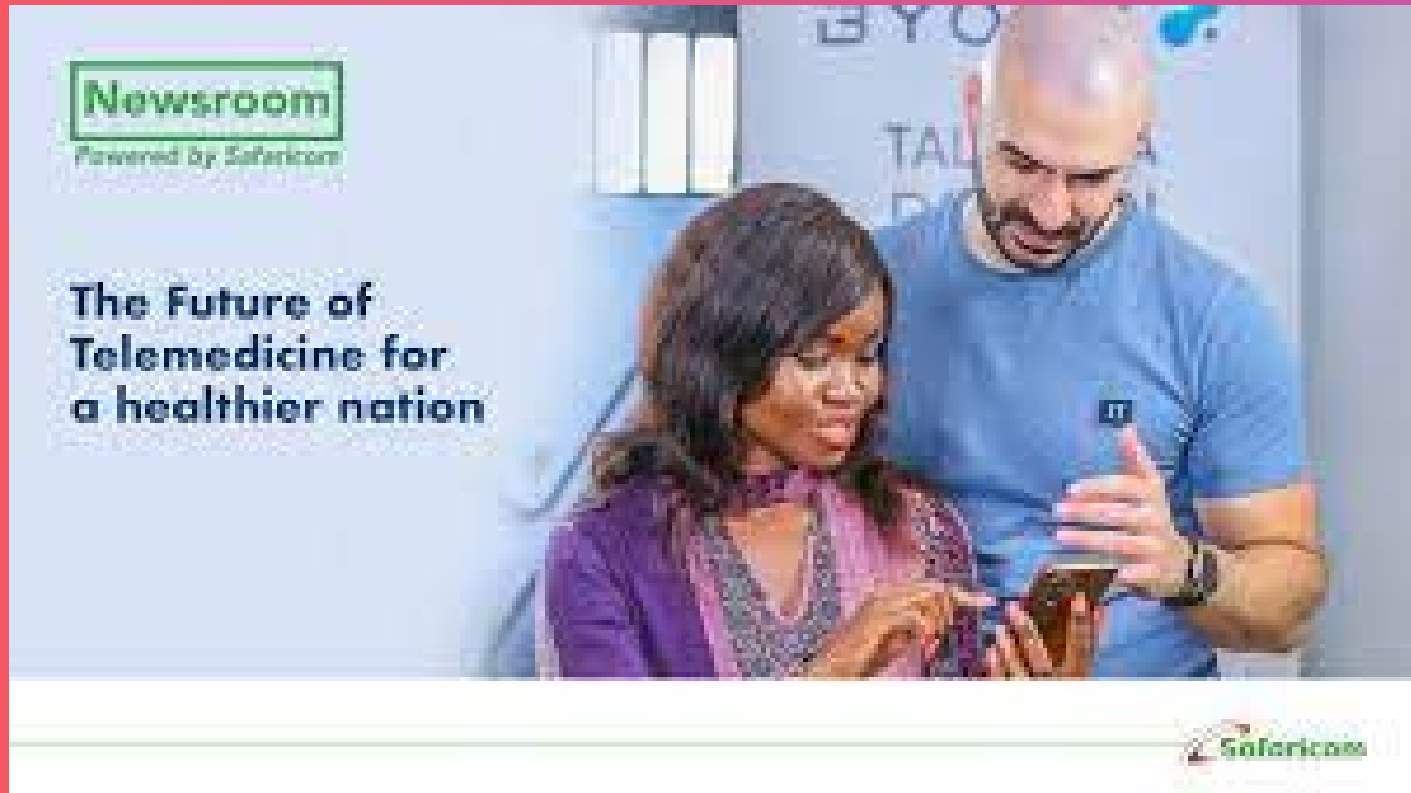


TRUE LOVE

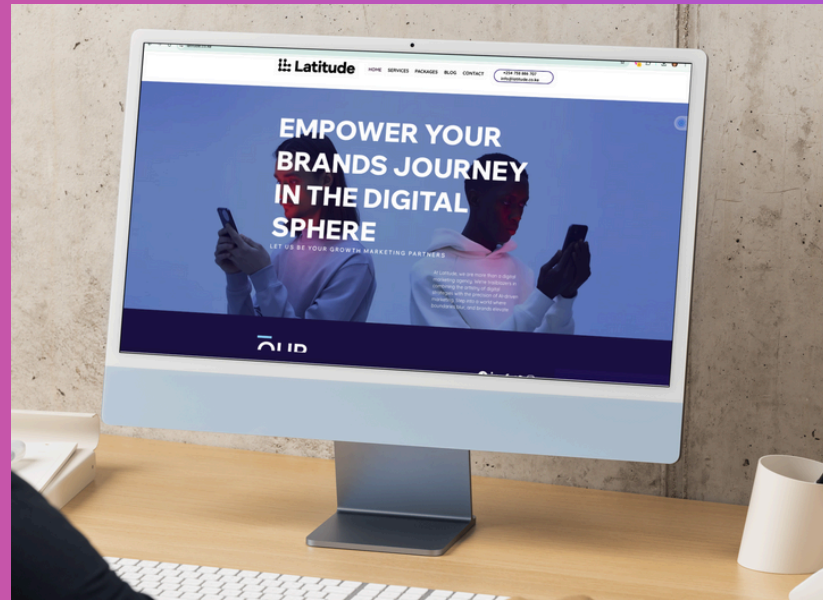
Marketing collaterals



Exclusive features



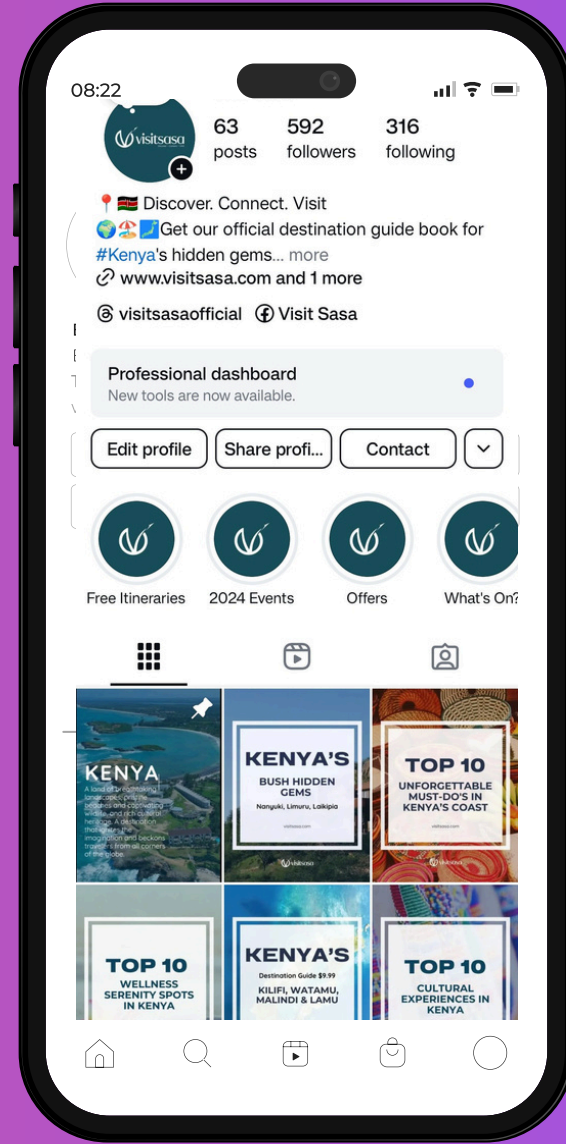
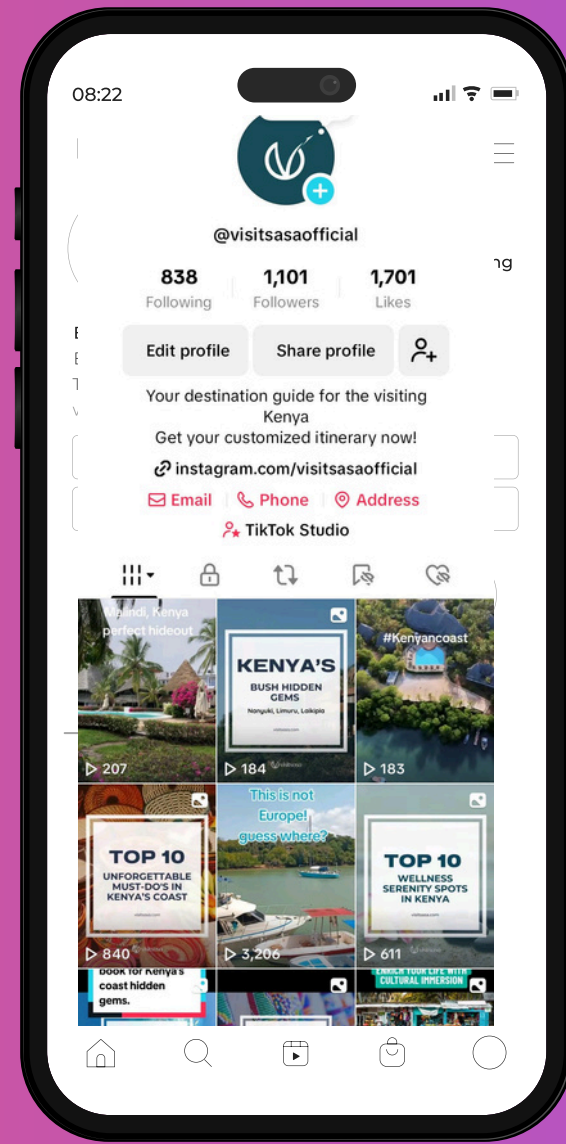
Website



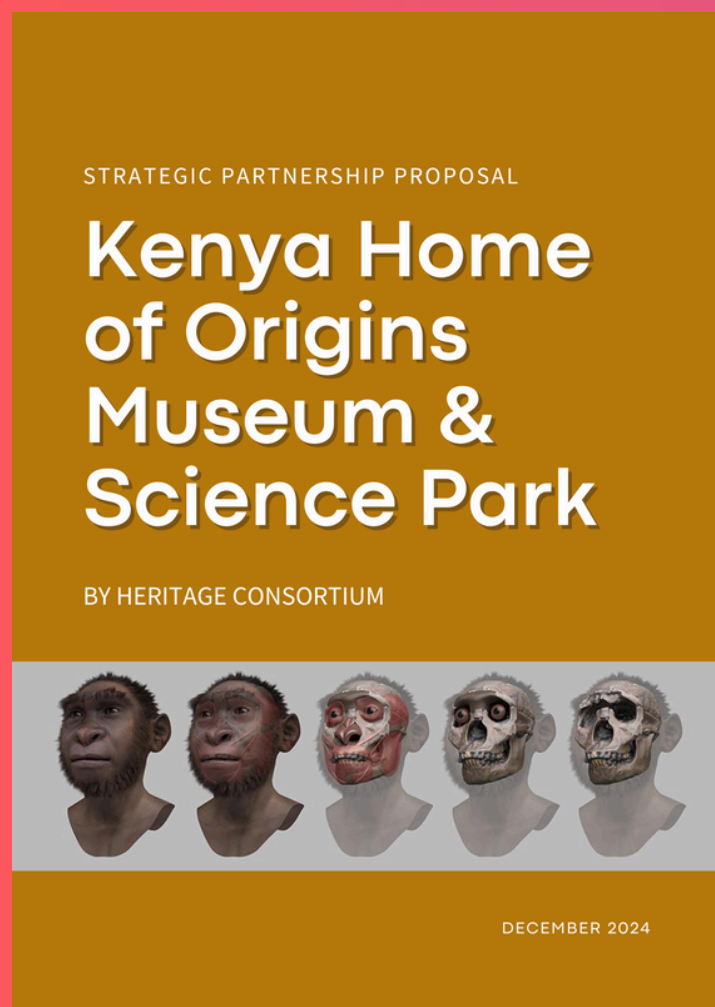
(OOH) Billboards



Social Meddia
Maagemet



Current projects



ORIGIN OF MANKIND -
TURKANA TOURISM
PROJECT



REBRANDING KAHIC



VISITSASA. DESTINATION
(KILIFI & LAMU)



Mentorship

- Board Member – **Jitihada CBO**
- Mentor **VC4 Africa, Mara Mentor**
- Mentor – **Girl Effect, Akili Dada**
- Mentor – **Cherie Blair foundation.**
- Volunteer: **Provincial elections – Odense Denmark**
- Danish Refugee Council – **Volunteer**

VC4A



**Thanks a bunch
for your
precious time
and thoughtful
attention!**