

JULIET CHELAGAT

Digital Marketing & Customer Experience Professional | Social Media Manager

📍 Kenya | 📞 +254 718 104 643 | ✉️ julietchelagat100@gmail.com

PROFESSIONAL SUMMARY

Creative, strategic, and people-focused digital marketer with years of experience blending content, customer engagement, and digital tools to build brands that connect. I specialize in social media management, campaign strategy, and delivering campaigns that grow reach, deepen loyalty, and drive measurable results. Whether behind the screen or in front of a crowd, I know how to craft messages that stick and experiences that convert.

KEY SKILLS & TOOLS

- **Social Media Strategy & Growth** (Instagram, TikTok, Facebook, Twitter)
 - **Digital Campaigns & Paid Ads** (Meta Ads, Google Ads)
 - **Content Creation** (Graphics, Copywriting, Reels, Blog Posts)
 - **Customer Experience & Relationship Management**
 - **Brand Strategy & PR Communications**
 - **Event Planning & Community Engagement**
 - **Cybersecurity & Data Awareness**
 - **Tools:** Canva, Meta Business Suite, Mailchimp, CapCut, Trello, WordPress
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WORK EXPERIENCE

Digital Marketing & Social Media Manager

Freelance | 2025 – Present

- Developed and executed 360° digital campaigns, increasing client ROI by 30%.
- Built engaging, story-driven content across platforms, growing followers and reach by 50%+.
- Managed influencer collaborations, content calendars, and ad budgets across niches.

Customer Service & Brand Rep

Dallans Graphics | 2020 – 2024

- Led a high-performing team, raising customer satisfaction through proactive issue resolution.

- Drove brand visibility by managing online communication, reviews, and social interactions.
- Organized product activations and internal events, boosting brand-client rapport.

Brand Promoter & Customer Tech Support

Majid Al Futtaim (Carrefour) | 2019

- Introduced app features to walk-in customers, improving downloads and engagement.
- Collected user feedback to improve product features and user experience.
- Maintained strong product display and branding standards.

Receptionist & Visual Brand Assistant

Zennina Enterprise | 2016 – 2019

- Designed promotional and branded print materials for clients.
- Managed front-desk operations while supporting client engagement and scheduling.
- Contributed to brand development, visual identity, and internal communications.

Production & PR Assistant

Stage Nirvana Productions | 2015 – 2016

- Assisted with PR campaigns, media scheduling, and talent coordination.
- Created social content and supported logistics for production shoots and events.

EDUCATION & CERTIFICATIONS

- KCSE — Kitale School (2014)
- Computer Applications & Systems — Elgon View College (2019)
- Fundamentals of Digital Marketing — Google Digital Garage (2024)
- Digital Skills: Social Media — Accenture (2024)
- Digital Skills: Digital Marketing — Accenture (2024)
- Cybersecurity Essentials — Cisco Networking Academy (2024)
- Cybersecurity Analyst — Cisco Networking Academy (2024)
- Digital Marketing for Tourism Businesses — Atingi E-learning (2024)
- E-commerce & Online Business Strategy — Atingi E-learning (2024)
- Data Protection Basics — Atingi E-learning (2024)

- Digital & Social Media Marketing — Atingi E-learning (2023)
 - Data Security and Safety — Atingi E-learning (2023)
 - Customer Care & Complaint Management — Atingi E-learning (2023)
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VOLUNTEER WORK

Fabwilcare Foundation | 2020 – Present

- Help coordinate charity outreach and health initiatives.
 - Support event planning and resource distribution to underserved communities.
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REFERENCES

- Dallans Graphics – daodeny@gmail.com
- Majid Al Futtain – kencallcenter@mafcarrefour.com
- Fabwilcare Foundation – info@fabwilfoundation.org