



LAURYN MUTAI

SEO DIGITAL MARKETING CONTENT WRITER/ FRONT-END DEVELOPMENT STUDENT

As an ambitious individual with a background in telesales, digital marketing, and web development/ front-end development, I am eager to bring my diverse skill set and unwavering dedication to your company. I am excited about the prospect of working alongside a passionate management and staff in supporting your dynamic goals and contributing to the successful execution of your company's visionary projects.

EDUCATION

- University of Kabanga
BSc. Agricultural Economics
Completed in 2019
- Acadium
Search Engine Optimization short Course
Completed in 2021
- SheCodes Foundation
Front End development Course
Currently Enrolled

CONTACT

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ACHIEVEMENTS

- 2021
Top Tele sales agent at JIJI Kenya- 3months
- 2022
SheCodes.io -Front-End Development

REFEREES

Available upon request.

PROFESSIONAL EXPERIENCE

- Freelance Digital Marketing Content Writer
October 2022 - Present
Key responsibilities:
 - Produced SEO-optimized content and technical articles for various digital marketing platforms, showcasing strong writing skills and familiarity with industry trends.
 - Conducted content editing using Grammarly and Copyscape to ensure high-quality and plagiarism-free deliverables.
 - Managed multiple client projects simultaneously through platforms like Upwork and LinkedIn, demonstrating excellent project management and communication skills.
- Telesales Agent - JIJI Kenya
March, 2021 - July, 2022
Key responsibilities:
 - Handled both inbound and outbound calls, driving sales and providing exceptional customer service.
 - Processed sales transactions, effectively managing customer inquiries and ensuring customer satisfaction.
 - Compiled and analyzed daily reports, providing valuable insights to the team for informed decision-making.
- Sales Executive - Geonet Technologies Limited
2019 - 2021
Key responsibilities:
 - Engaged with customers, demonstrating excellent communication and relationship-building skills.
 - Processed sales transactions and efficiently managed customer service

TOP SKILLS

- Hard Skills
 - Sales and marketing - Experienced in physical&Telesales
 - Proficient in Google Workspace, Excel, and Canva for; administrative tasks, scheduling, and basic graphic design.
 - Coding skills (HTML, CSS, JavaScript, Bootstrap, Vanilla JS, React)
- Soft Skills
 - Adaptability and flexibility
 - Accountability
 - Proactive approach to problem-solving.
 - Creativity and dynamic thinking
 - Strong interpersonal skills
 - Team player