

GILBERT GISIRA

V I R T U A L A S S I S T A N T

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 Kenya Nairobi

 evolutiondma.com

PROFILE

I have management experience where I oversaw other people's work. I was a virtual assistant for my CEO and was given tasks to assign a team of 5 writers. I gave them topics to write and also edited the final articles before posting.

I have a long list of happy clients from Upwork and outside Upwork.

SKILLS

- ✓ Outreach specialist
- ✓ Reports & Communication
- ✓ Social Media Management
- ✓ Lead generation
- ✓ Virtual Assistant
- ✓ Content Creation & Marketing
- ✓ Organic Growth & Hashtags
- ✓ Copywriting & Influencer M.
- ✓ Research

EXPERIENCE

VA SOCIAL MEDIA MANAGER

Evolution DMA

2019 - Present

- Scheduling social media posts using applications such as Hootsuite
- Creating content, including text posts, video and images
- Interacting with customers and dealing with customers' enquiries
- Developing new social media strategies and campaigns

VIRTUAL ASSISTANT FOR NICHE WEBSITE BUSINESS

Authority Group

2020 - Present

- Database administration and website Management
- Built the logic for a streamlined ad-serving platform that scaled
- Lead generation

ADVERTISING PARTNER OUTREACH

Afrinecton

2020 - 2021

- Identify target audience and grow our email list
- Design and implement direct email marketing campaigns
- Proofread emails for clarity, grammar and spelling
- Ensure mobile-friendly email templates

REFERENCES

- TC Bell - Evolution DMA - <https://evolutiondma.com/>
- Adam Walsh - Engagency - <https://www.instagram.com/adamwlsh/>

EDUCATION

SECONDARY SCHOOL

Machakos SCHOOL

2010 - 2014

BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

Jkuat UNIVERSITY

2008 - 2012