

JOSEPH WANYOIKE IRUNGU

Nairobi, Kenya

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PROFESSIONAL SUMMARY

Digital Marketing Professional trained by Generation Kenya, with expertise in content creation, social media marketing, SEO, and web development. Skilled in developing data-driven strategies that improve brand visibility and audience engagement. Strong in creative execution and structured campaign planning. Committed to delivering measurable growth for businesses and personal brands.

CORE COMPETENCIES

- Digital Marketing: Social media strategy, content creation, SEO basics, and campaign analysis
- Data Analysis: Skilled in interpreting datasets and drawing actionable insights
- Data Annotation: Experience in labeling and organizing data for AI/ML models
- Communication: Strong written and verbal communication skills
- Teamwork: Ability to collaborate effectively and adapt to dynamic environments

PROJECTS & ACADEMIC HIGHLIGHTS

- Digital Marketing Coursework Project: Designed a mock marketing campaign for a local brand, including market segmentation and social media strategy.
- Data Annotation Project: Participated in a student-led data labeling initiative for an academic AI project.
- Research Project: Completed a thesis on "The Role of Digital Transformation in Modern Business Strategy."

PROFESSIONAL EXPERIENCE

Worked on some Digital Marketing projects while studying at Generation Kenya.

My Capstone Projects

EDUCATION

K.C.S.E - Ofafa Jericho High School

2020

Digital Marketing - Generation Kenya

2026

CERTIFICATIONS

Digital Marketing - Generation Kenya, 2026

REFERENCES

Daniel Majani

-instructor at Generation Kenya

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-IT Assistant Amshare Kenya

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