
Brian Morara

Digital Marketing Specialist (SEM, SEO, Facebook, and Instagram Ads)

Naivasha

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PROFILE

Experienced and versatile digital marketer with a primary focus on Search Engine Marketing (SEM), Search Engine Optimization (SEO), and Facebook and Instagram Ads. Skilled in crafting engaging narratives, implementing innovative social media tactics, and delivering standout websites through custom WordPress solutions. Adept at leveraging data-driven insights for strategic decision-making. Eagerly seeking an internship to apply and enhance these skills in a practical setting, demonstrating a commitment to continuous learning and staying at the forefront of the dynamic digital landscape.

SKILLS

- **Search Engine Marketing (SEM)**
- **Search Engine Optimization (SEO)**
- **Facebook and Instagram Ads**
- **WordPress Development.**
- **Semrush, Ahrefs, Moz, Ubersugget, Keyword Explorer, Keyword Surfer, Elementor, Brevo**
- **Google Search Console**
- **Data-Driven Decision Making**
- **Adaptability**
- **Continuous Learning**

EXPERIENCE

brianmorara.com, Naivasha- *Digital Marketing Specialist*

October 2023 - PRESENT

- Applied digital marketing theories through hands-on projects on my website during the course.
- Specialized in executing end-to-end digital strategies with a focus on Search Engine Marketing (SEM), Search Engine Optimization (SEO), Facebook and Instagram.
- Crafted engaging narratives, optimized website content, and strategically utilized social media for brand elevation.
- Demonstrated the ability to translate classroom concepts into practical outcomes, showcasing adaptability, and a proactive approach.
- Did an SEO audit for various random websites and figured out some improvements that should be taken.

Seeking an internship opportunity to further refine and expand these skills in a professional setting.

EDUCATION

Hubspot Academy, USA- *Digital Marketing, SEO, and SEO II Certification*

[View Certificate](#)

HubSpot certified in Digital Marketing, I've mastered SEM, SEO, content strategy, social media, and email marketing, demonstrating a versatile skill set for effective campaign planning and execution.

SkillShop, Google- *Google Analytics 4 and Google Ads Certification*

[View Certificate](#)

Certified in both Google Analytics and Google Ads, I bring expertise in data-driven decision-making and strategic campaign management. These certifications highlight my proficiency in essential digital marketing tools, ensuring a comprehensive skill set for effective analytics and campaign execution.

Max Business School, Skool- *Masters in Digital Marketing*

[View Certificate](#)

Completed the FREE Master in Digital Marketing & Business program, gaining advanced skills in digital marketing strategies and analytics for business success.