



# SHARON MANGA

CONTENT CREATOR

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Kenya - Nairobi

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## EDUCATION

### University

September 2018 - December 2023

Jomo Kenyatta University of Agriculture and Technology  
Bachelor of Science in Statistics

### College

January - August 2018

Comptech College Limuru  
Introduction to Micro Computers & Ms. Dos

### High school

January 2015 - November 2018

Mumbi Girls High School Muranga  
Kenya Certificate of Secondary Education,  
Grade: B+( Plus)

## KEY COMPETENCIES

- + Attention to detail
- + Problem-solving
- + Research and Creativity
- + Effective communication skills
- + Critical thinking

## TOOLS

- + Meta
- + WordPress
- + Buffer

## SOCIAL

- [www.twitter.com/Sharon\\_manga](https://www.twitter.com/Sharon_manga)
- [www.linkedin.com/in/lucy-sharon/](https://www.linkedin.com/in/lucy-sharon/)
- [www.sharon.m.resume.co.ke/](https://www.sharon.m.resume.co.ke/)

## LANGUAGE

- + English
- + Kiswahili

## PROFILE

I am an experienced content creator with a solid track record in enhancing the online presence of various companies. With a background in working for Techkey Cybernetics, Rayabbay Travellers Delight, and Tuwashow Media, I have developed a keen eye for creating engaging and impactful content. At Techkey Cybernetics, I played a key role in improving website performance through well-crafted articles and multimedia content also by aligning content strategies with business goals, I was able to increase user engagement and website traffic. My work with Tuwashow Media allowed me to further hone my skills in producing high-quality multimedia content, ranging from videos and posters to social media campaigns, significantly boosting the company's online visibility and audience interaction. I combine creativity with a results-oriented approach, ensuring that my content not only attracts attention but also drives engagement and conversions.

## WORK EXPERIENCE

### Content Creator - Techkey Cybernetics

December 2020-January 2023

#### - Managed WordPress Websites

I managed multiple WordPress websites, handling updates and ensuring seamless functionality and an optimal user experience.

#### - Managed Social Media Platforms

Strategized and executed social media campaigns for Techkey Cybernetics across platforms like Facebook, Twitter, and Instagram. I increased engagement by 40% through targeted content and community interaction.

#### - Wrote Website Content

Produced compelling and SEO-optimized content for Techkey Cybernetics and diverse client portfolios like :

1. Dezani
2. Rayabbay Travellers Delight, Rayabbay realtors, Raybbay globalinsurance
3. Techkey Cybernetics
4. Jumla cuts
5. Nickanire

Thus enhancing site visibility, resulting in an increase in organic search traffic and improved conversion rates

### Content Creator and Marketer - Tuwashow Media

January 2022 - Present.

#### - Social Media Management

Managed social media presence for

1. Jumla cuts - <https://www.instagram.com/jumlacuts>
2. Danshi kuku - [https://www.instagram.com/danshi\\_kuku](https://www.instagram.com/danshi_kuku)
3. Tuwashow - <https://www.instagram.com/tuwashowmedia/>

#### - Content Creation and Scheduling

Produced compelling social media content and scheduled posts using Meta tools. Ensuring consistent posting schedules, resulting in a 30% growth in reach and impressions.

#### - Client Relationship Management

Cultivated strong client relationships by understanding their objectives and tailoring social media strategies accordingly. I also implemented feedback loops to ensure client satisfaction and retention

## REFERENCES

### Alexander karanja

CEO Techkey Cybernetics  
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alex@techkey.co.ke

### Kelvin Chira

CEO Tuwashow media  
+254724951506  
tuwashowmediake@gmail.com