



Wangui Gitau

Digital Communication & Marketing
Strategist/ writer/ Blogger
Founder:www.mommyboots.org

I am extremely passionate about growing people and businesses. Today, digital Communication and Marketing are integral aspects of businesses.



"Google receives over 77,000 searches per second."
-Internet Live Stats

Services

Every product, service, or business aims to;

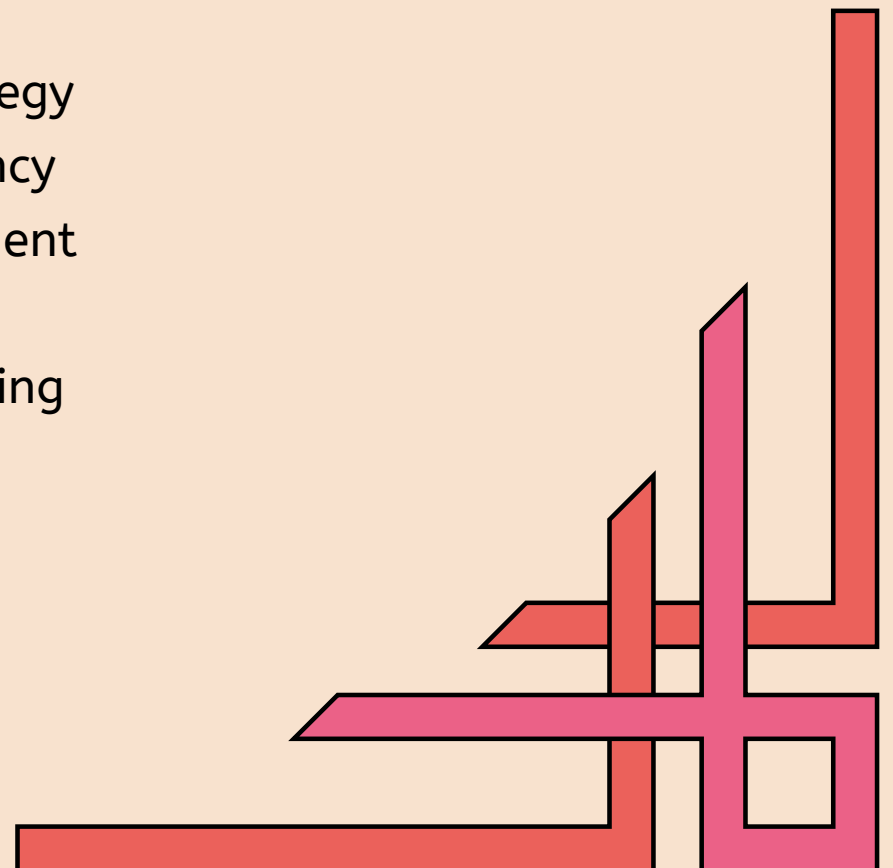
- » Create brand awareness
- » Increase brand consideration
- » Encourage brand loyalty
- » Increase both online and offline sales



I am excited at how online marketing has transformed the way we knew Marketing decades ago.

I offer;

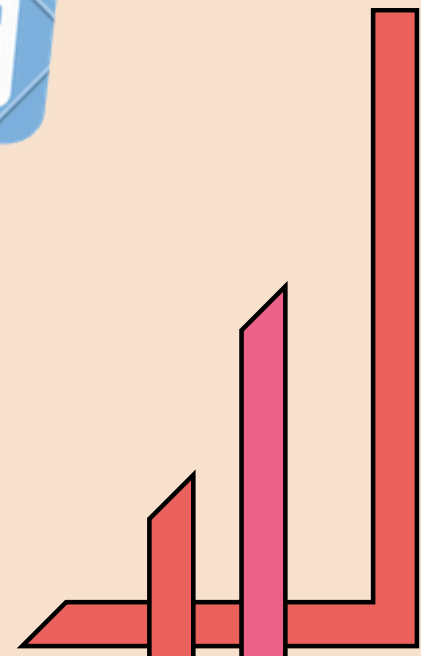
- Digital Marketing Strategy
- Social Media Consultancy
- Social Media Management
- Blogs/articles
- Digital Marketing Training



Experience

- 12 years in Sales and Marketing, and Communication.
- Started off as a Reporter/Journalist Intern in 2008 for a year at KBC(Kenya Broadcasting Corporation).
- In 2009 worked as a Customer Service Advisor at Barclays Bank of Kenya
- 2011-2014, I worked with GeorgeBensons Limited in Sales and Marketing
- 2015-2017, I worked at Daima Group as the Director of digital communications.
- Founder of Mommyboots.org 2017- Now
- The various organizations gave me an opportunity to gain invaluable experience working with different types of businesses from various backgrounds.
- I am excited to put my knowledge and experiences into use for small and mid-sized companies
- Masters in Strategic Management from Daystar University.

Why should you explore
Digital Marketing?



Why should you explore Digital Marketing?

- Online advertising allows you to control your budget. If you want to spend 100 Kshs per AD click as an example, I can help you set that up.
- Online advertising is cheaper, easier (less need to work with different agencies), and more powerful.
- Has a global reach
- Online advertising gives you the opportunity to measure return on investment.
- Targeting

Clients



Amongs others...