



KENNEDY TENENG MBAH

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PROFESSIONAL SUMMARY

Dynamic Digital Marketing Specialist with a proven track record of crafting compelling online strategies that drive brand visibility, engagement, and conversion. Skilled in leveraging diverse digital channels to optimize campaigns and enhance user experience. Passionate about staying ahead of industry trends and implementing innovative techniques to deliver exceptional results. Ready to elevate your digital presence and drive growth through strategic marketing initiatives.

WORK EXPERIENCE

S/ Digital Marketing Specialist, 11/2022 - Current

Transguard/Emaar Properties, Dubai, United Arab Emirates

- Develop and execute comprehensive digital marketing strategies across various platforms to increase brand awareness and drive traffic.
- Monitor and analyze key performance indicators (KPIs) to assess the effectiveness of campaigns and make data-driven decisions.
- Create engaging content for social media, websites, and email marketing campaigns to attract and retain a target audience.
- Manage search engine optimization (SEO) efforts to improve organic search rankings and increase website visibility.
- Implement pay-per-click (PPC) advertising campaigns to generate leads and conversions.
- Collaborate with cross-functional teams to coordinate marketing initiatives and ensure alignment with overall business objectives.
- Stay informed about industry trends and emerging technologies to continually optimize marketing efforts.
- Conduct market research to identify consumer trends and insights that inform marketing strategies and tactics.

Digital Marketing Strategist, 12/2017 - 07/2022

BridgeWay International, Dubai, United Arab Emirates

- Lead the development and implementation of innovative digital marketing strategies to drive online visibility, engagement, and conversion.
- Utilize data analytics and market research to identify target audiences, evaluate trends, and optimize campaign performance.
- Manage and oversee all digital marketing channels, including social media, email, SEO, SEM, and content marketing.
- Collaborate with internal teams and external partners to create cohesive and integrated digital marketing campaigns that align with business goals.
- Monitor and analyze key performance metrics to measure the success of digital marketing initiatives and make data-driven recommendations for improvement.
- Stay up-to-date on industry trends and best practices to ensure digital marketing

- strategies are cutting-edge and effective.
- Develop and manage digital advertising campaigns to increase brand awareness, drive traffic, and generate leads
- Conduct A/B testing and optimization to improve conversion rates and overall campaign performance.
- Provide strategic guidance and recommendations on digital marketing initiatives to senior leadership and stakeholders.

Digital Marketing Analyst, 02/2015 - 04/2017

Cameroon MTN Net, Cameroon

- Spearheaded the development and implementation of data-driven digital marketing strategies to increase online visibility, engagement, and conversion rates.
- Utilized advanced analytics tools to analyze market trends, customer behavior, and campaign performance, resulting in a 20% increase in lead generation.
- Managed and optimized multi-channel digital marketing campaigns, including social media, email marketing, SEO, SEM, and content marketing, resulting in a 30% growth in website traffic.
- Collaborated cross-functionally with internal teams and external partners to create integrated campaigns that aligned with business objectives and brand messaging.
- Leveraged A/B testing and optimization techniques to continuously improve campaign performance, resulting in a 15% increase in click-through rates.
- Monitored key performance metrics and provided actionable insights to senior leadership to drive informed decision-making and strategic planning.
- Stayed at the forefront of industry trends and best practices, incorporating innovative technologies and techniques to enhance digital marketing efforts.
- Developed and executed targeted digital advertising campaigns that effectively increased brand awareness and customer acquisition.
- Provided strategic recommendations on budget allocation, audience targeting, and campaign creative to maximize ROI and achieve organizational goals.

SOFT SKILLS

- Digital Advertising Expertise
- Analytics & Performance Measurement
- Strategic Planning & Decision Making
- Cross-Functional Collaboration
- A/B Testing & Optimization
- Buyer Persona Development
- Remarketing & Retargeting Strategies
- Paid Search & Social Advertising
- Budget Management & ROI Analysis
- Creative Design & Content Production
- Content Marketing & SEO Strategies
- Knowledge of Industry Trends & Technologies
- Ability to Manage Multiple Projects

ACADEMIC BACKGROUND

University of Bamenda, Bamenda, Cameroon, 08/2015
Bachelor's degree: Computer Science

LANGUAGES

English: First Language

French:  B2

Upper Intermediate (B2)

COURSE

Certified Digital Marketing Diploma
Fundamental Google Garage Digital Marketing
Google Analytic
Google Ads Search Certification
Google Ads Display Certification