

DANMIKE ONG'ERA ATEI

Digital Marketing Specialist | Brand Strategy, Content & Community Growth

Nairobi, Kenya | 0795 203 468 | danmikeatei952@gmail.com

Based in Kenya | Portfolio: ateidevops.co.ke/#work | [Behance](#) | [LinkedIn](#)

PROFESSIONAL PROFILE

Digital marketer and brand strategist with 5+ years of experience growing audiences and driving engagement for technology, ISP, real estate, fintech and consumer brands in Kenya. I plan strategy, create the content and design, run organic and paid campaigns, manage communities and report on results. Results include a TikTok account grown to 12.1K followers, three WhatsApp Channels built to 1,826 followers, 40% social media growth for an ISP, and a 40%+ lift in content engagement. Certified by HubSpot, D&AD, Semrush and others.

CORE COMPETENCIES

- **Strategy and campaigns:** campaign strategy, brand strategy, multichannel planning, content calendars, brand guidelines
- **Social and community:** TikTok, Instagram, Facebook, X/Twitter, LinkedIn, WhatsApp Channels, community management
- **Paid and search:** Meta Ads, Google Ads, SEO, A/B testing, audience segmentation, optimisation
- **Content and design:** short-form video, motion graphics, social graphics, copy, Adobe Creative Suite
- **CRM, email and webinars:** Salesforce, HubSpot, Mailchimp; ran and promoted webinars and events with over 200 registrations
- **Analytics and reporting:** channel insights, performance tracking, reports with recommendations

PROFESSIONAL EXPERIENCE

Founder & Lead Brand Strategist | Atei Devops | 2022 - Present | Nairobi, Kenya

- Founded and run a digital agency delivering brand strategy, content, web design and multichannel social management for Kenyan SMEs, fintech, real estate, retail and ISP clients (10+ active accounts).
- Revamped a land brand's TikTok and Instagram presence with repeatable content pillars and short-form video, reaching 12.1K TikTok followers, 41.9K likes and 3,977 Instagram followers.
- Set up and managed three WhatsApp Channels for B2B brands, growing a combined community of 1,826 followers using a plan, publish, engage and measure system.
- Rebuilt an ISP's website and social content system around fast package discovery and WhatsApp conversion across web, Instagram, Facebook and TikTok, with 40% growth in social media.

Digital Marketing Specialist | Jade Empire | Jan 2026 - Present | Nairobi, Kenya

- Plan and execute data-driven campaigns across social, search and content channels.
- Manage the full campaign cycle from creative brief and asset production to optimisation and performance reporting.
- Use SEO, Meta Ads, Google Ads and analytics insights to improve reach, lead quality and conversion efficiency.

Marketing Campaign Manager | VituIT Ltd | 2025

- Coordinated multi-platform campaigns across Instagram, TikTok, X/Twitter and LinkedIn to grow brand visibility.
- Improved campaign performance through A/B testing, audience segmentation and real-time optimisation.
- Produced campaign copy and creative assets for paid and organic channels with a consistent brand voice.

Creative Graphic Designer | ISPman | 2025

- Produced high-volume visual assets for social media, decks and marketing campaigns while maintaining brand consistency.

- Worked with product and marketing teams to turn technical service features into simple, engaging messages and visuals.

Graphic & UI/UX Designer | Omay Exchange | 2024

- Designed education content and infographics that simplified complex topics and supported a 40%+ lift in content engagement.

Web Developer | Royal Sidemen Group | 2021 - 2022

- Built responsive front-end interfaces and improved navigation for corporate web properties using HTML, CSS and JavaScript.

SELECTED CAMPAIGN RESULTS

Jishikie 254 (real estate): social account revamp on TikTok and Instagram. Result: 12.1K TikTok followers, 41.9K likes, 3,977 Instagram followers.

Community Management (NESPAK News, NetPay Billing, Jade Empire Systems): WhatsApp Channels for three brands. Result: 1,826 followers across three managed channels.

Wakanet Internet Solutions (ISP): website redesign and consistent content system across website, Instagram, Facebook and TikTok. Result: 40% growth in social media.

Full case studies: ateidevops.co.ke/#work

EDUCATION

Bachelor of Arts, Creative Writing | Chuka University, Kenya | 2021 - 2025

CERTIFICATIONS

- HubSpot Academy: Digital Marketing, Inbound Marketing, Digital Advertising and Content Marketing Certified (2026)
- D&AD: What is Strategy?; Creating Impact With Outdoor Advertising; Creating for TikTok (2026)
- Simplilearn: Brand Management Course; Shopify Course
- Semrush: High-Impact Digital Advertising Campaigns; PPC Marketing Strategy; Content Marketing Principles for Business
- Asana: Campaign Management Skill Badge
- Intuit Mailchimp: Fundamentals of Mailchimp
- HP LIFE: Business Email; Effective Business Websites; AI for Business Professionals

References available upon request.