



SHALLOM KIMANZI

MARKETING SPECIALIST

EXPERIENCE

MARKETING SPECIALIST

BioLogos Jan 2024 - Present

- Managed and optimized Google Ads campaigns, achieving over 1 million impressions and a 6.74% CTR, while enhancing brand awareness and engagement.
- Developed social media strategies and conducted data analysis to increase brand presence across Instagram, Facebook, Twitter, YouTube, and LinkedIn.
- Created multimedia content and assets, including copy, graphics, and videos, using Adobe Creative Cloud and Canva for both print and digital media.
- Coordinated logistics for events, managing communications, graphic design, and technical support for in-person and virtual formats.

SOCIAL MEDIA COORDINATOR.

Chervon NA June 2022 - PRESENT

- Coordinated customer support inquiries** across Facebook, Instagram, Twitter, and LinkedIn using Sprout Social, ensuring prompt responses and fostering positive customer experiences.
- Authored engaging blog articles** and designed visual graphics to support marketing initiatives.
- Analyzed social media performance**, tracking engagement, audience behavior, and content effectiveness.
- Managed and moderated Facebook groups**, achieving over 40% growth in one year.

DIGITAL MEDIA AND MARKETING ASSISTANT.

Cornerstone University August 2020 -May 2022

- Actively participated in photography, graphic design, and video content creation for the organization's website, as well as social media platforms including Instagram, Facebook, LinkedIn, and TikTok.
- Spearheaded and assisted in coordinating marketing projects and campaigns.
- Utilized Adobe Creative Cloud and Canva software to create, edit, and maintain marketing materials.

SOCIAL MEDIA AND COMMUNICATIONS INTERN

Ayzenberg June 2021 - August 2021

- Conducted research of prospective targets, markets, and competition for the launch of X-box's TikTok.
- Collaborated with team members to formulate and create content for X-box's TikTok.



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EDUCATION

2018 - 2022

CORNERSTONE UNIVERSITY

BACHELOR OF ARTS

DIGITAL MEDIA AND MARKETING.

GPA: 3.78

Student Body Leader - Diversity Council

SKILLS

- Social Content Planning
- Digital Content Development
- Online Presence Monitoring
- Social Ad Campaigns
- Blog Development
- AV technician
- Adobe Creative Suite Proficiency
- Content Strategy
- Website Management
- Microsoft Office
- Event Management
- Interpersonal Skills.