

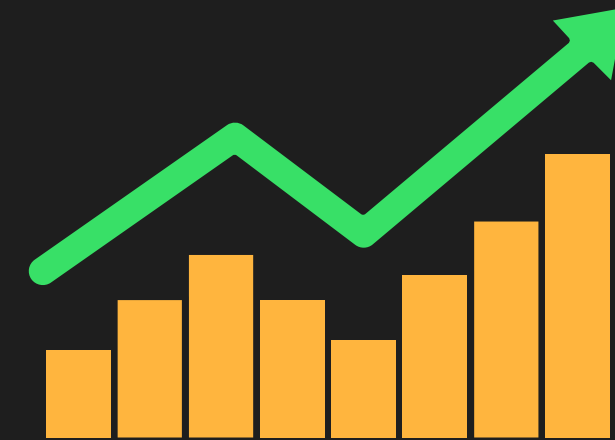
DIGITAL MARKETING PORTFOLIO

Content Marketing | Meta Ads Expert | Brand Strategy Specialist

SEO Optimized Growth Partner for Modern Brands



YOUR PARTNER IN GROWTH



I HELP BRANDS LIKE YOURS...

I turn social media and web content into real growth and sales. From setting up accounts to creating high-converting Reels & TikToks and SEO-driven blog posts.

If you want consistent
visibility, engagement,
and customers—I'll help
you get results.

MEET SHARON MASANGA

PERFORMANCE STRATEGIST



Turning digital presence into measurable growth and high-impact sales.

Digital Marketer

Urban Art Household & Antiques & Yamato Cars

Urban Art Household & Antiques is Kenya's largest ex-Japan showroom, offering furniture, appliances, and antiques across Nairobi, Nakuru, and Eldoret. Yamato Cars, in partnership with Goonet Exchange, operates alongside Urban Art's Nairobi showroom, importing and delivering vehicles to clients.

As Digital Marketer for both brands, I built a structured content system from scratch — weekly content calendars, a recurring Friday shoot schedule, and a full paid advertising structure across Meta and Google. I coordinate in-showroom product shoots and community events (including a piano expo that drove organic engagement with zero ad spend), track leads from inquiry through to sale, and report weekly on KPIs like cost per lead, campaign delivery, and social growth to the Head of Sales.



CONTENT MARKETING



Specializing in **Reels & TikToks** that satisfy both the algorithm and the human eye to drive maximum watch-time and conversions.



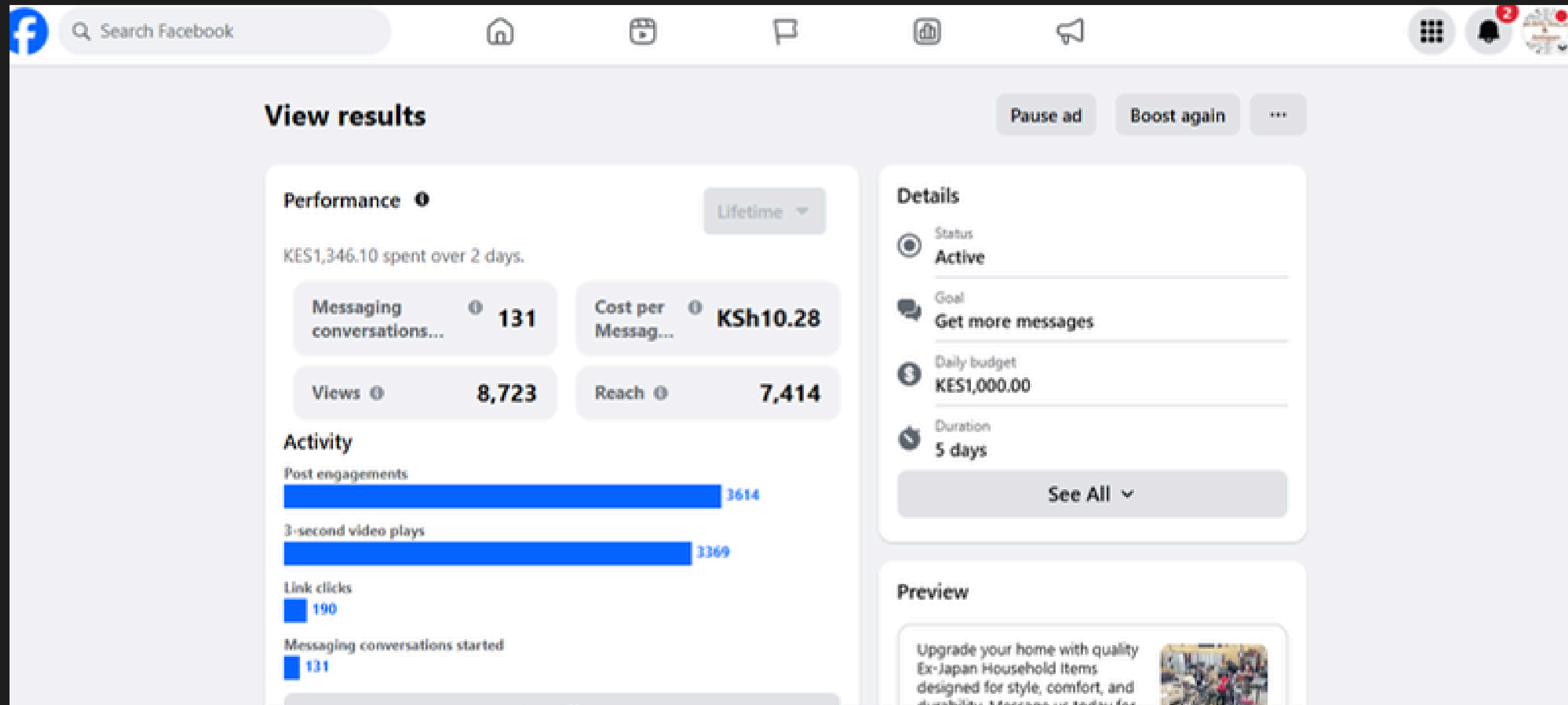
CONTENT MARKETING



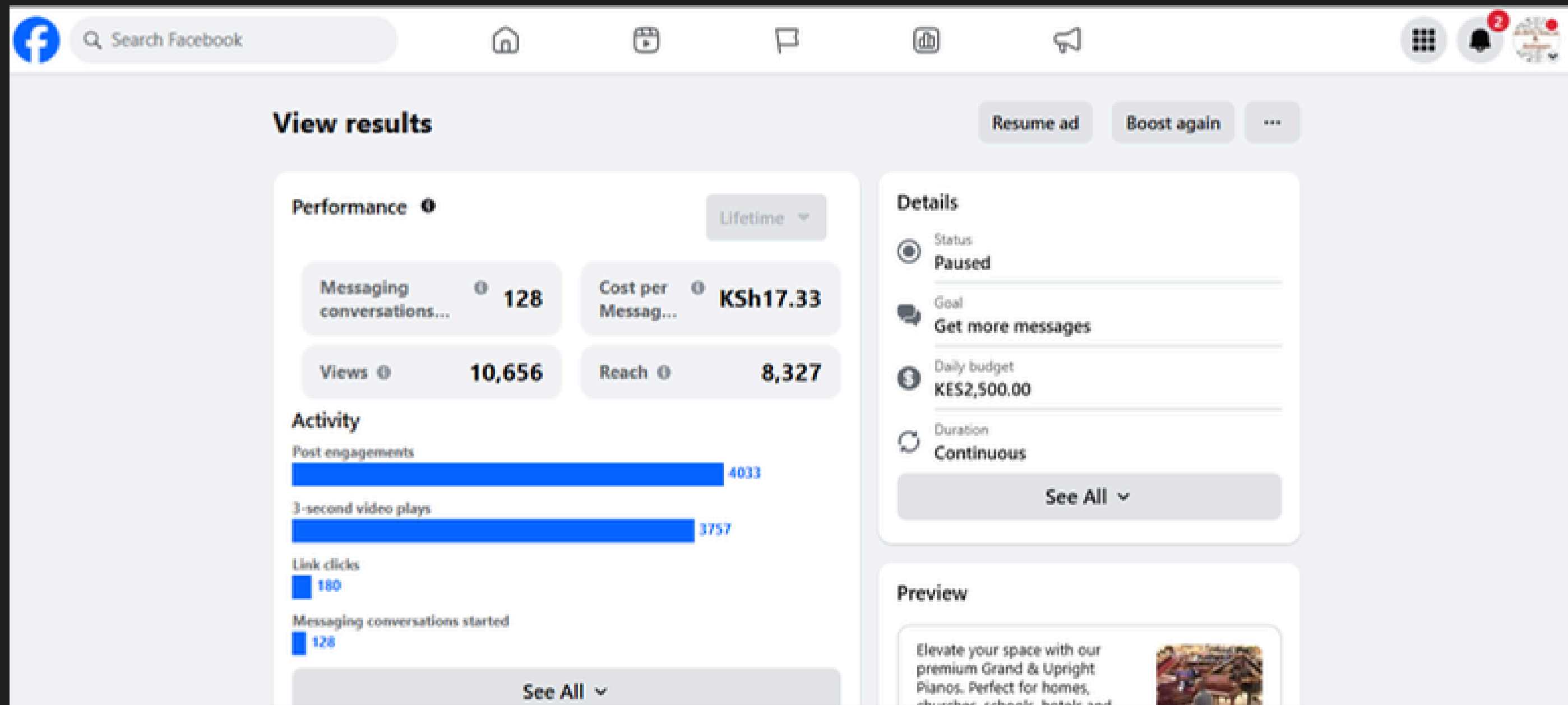
Specializing in **Reels & TikToks** that satisfy both the algorithm and the human eye to drive maximum watch-time and conversions.



ADVERTISING RESULTS



ADVERTISING RESULTS



ADVERTISING RESULTS

YAMATO CARS GOOGLE AD

Google Ads

363-488-4492 Yamato Cars
yamatocarske@gmail.com

Search Appearance Refresh Help Notifications Ask Advisor

Insights and reports

Create

Campaigns

Goals

Tools

Billing

Admin

Campaigns

Ad groups

Ads

Experiments

Assets

Audiences, keywords and content

Change history

Ad group

Ad group 1

Last 30 days

7 - 13 Aug 2026

Show last 30 days

+ 1 more

Add filter

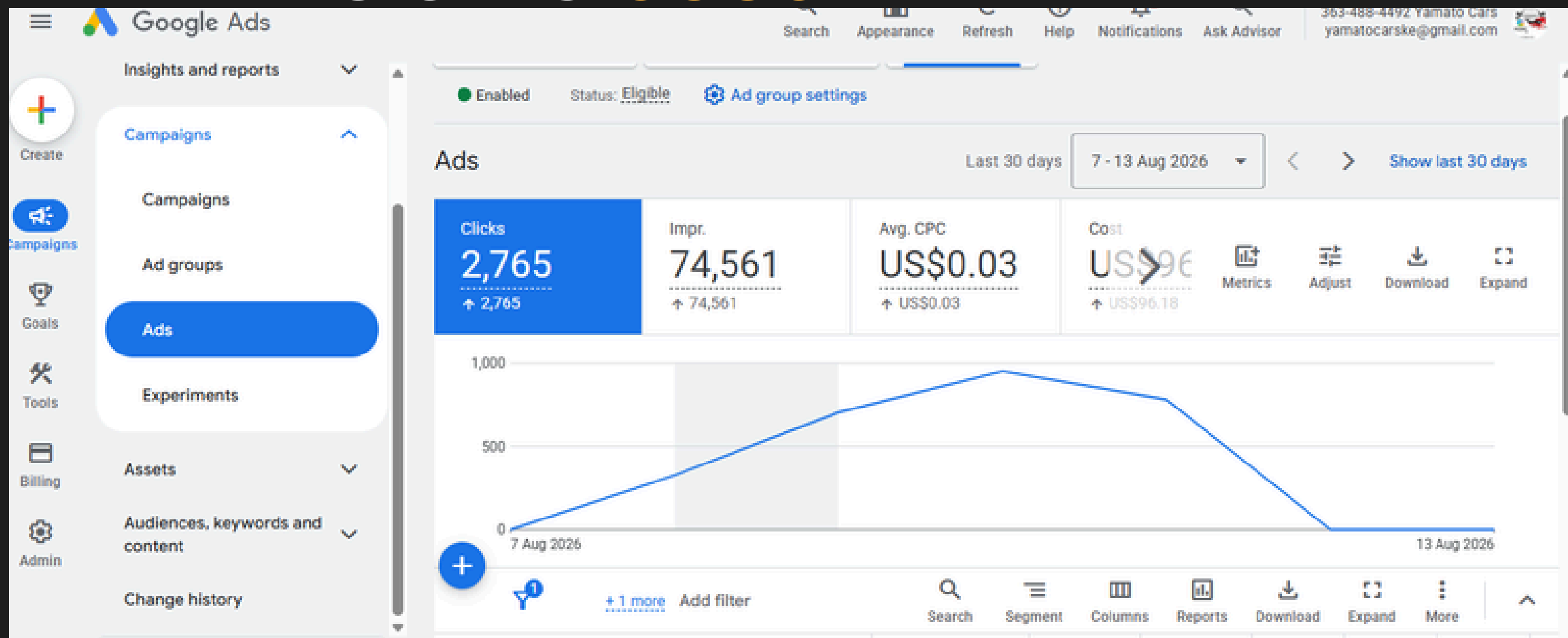
Search Segment Columns Reports Download Expand More

☐	Ad	Ad type	Ad strength	Clicks	Impr.	CTR	Avg. CPC	Cost
☐	Ad 1 Agiza Gari... + 4 more Bandika k... + 3 more Agiza gari... + 3 more Yamato Cars View asset details	Demand Gen video ad	Average	2,765	74,561	3.71%	US\$0.03	US\$96.18
Total: Ads in your current view				2,765	74,561	3.71%	US\$0.03	US\$96.18
Total: Ad group				2,765	74,561	3.71%	US\$0.03	US\$96.18

1 - 1 of 1

ADVERTISING RESULTS

YAMATO CARS **GOOGLE AD**



CONTENT PUBLISHING

**Urban Art Household & Antiques Ltd**
Published by Miriam Masanga · 15h · 🌐

Another happy client who chose to believe in us. We appreciate every customer who chooses to become part of our success story.... [See more](#)





Energy saving, spacious and durable.
Limited stock available



Views ⓘ

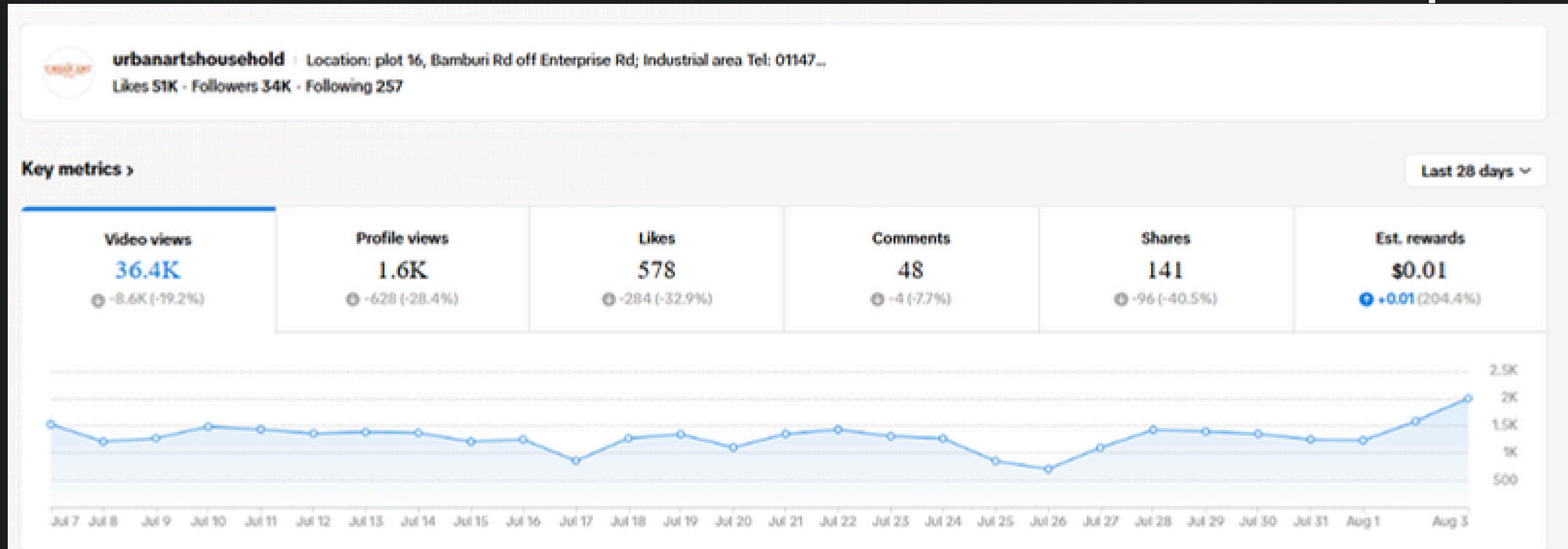
Views	2,900
Followers	72.8%
Non-followers	27.2%
Accounts reached	2,017

Interactions ⓘ

Interactions	34
Followers	95.1%
Non-followers	

REAL-TIME IMPACT

LIVE OVERVIEW: 28-DAY PERFORMANCE (Urban Art Household & Antiques)



36.4K

+1.9% Increase

VIDEO VIEWS

578

Massive Engagement

CONTENT LIKES

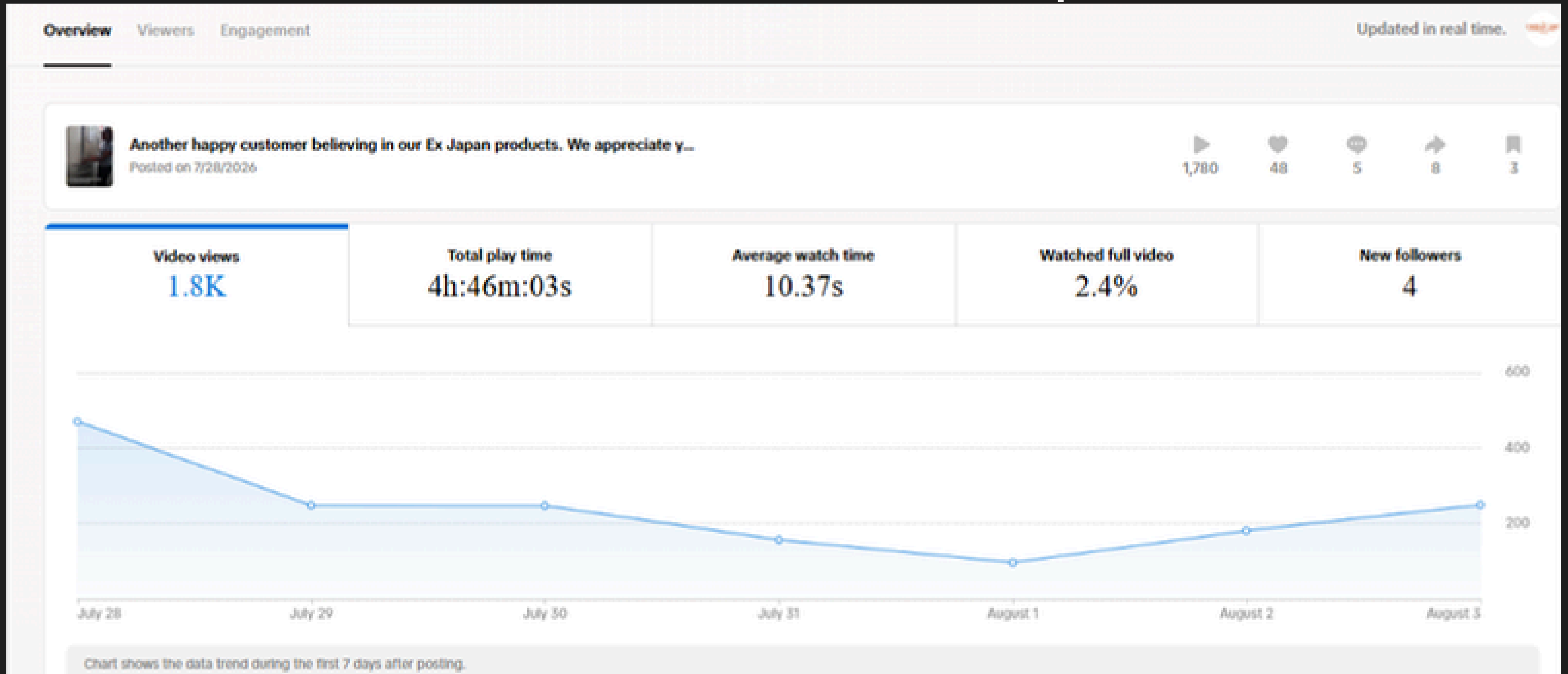
1.6K

+28.4% Increase

PROFILE VIEWS

REAL-TIME IMPACT

VIDEO PERFORMANCE (Urban Art Household & Antiques)



KENYA EDUCATION GUIDE

Scope of Work

- **The Challenge:** Tasked with refreshing the digital presence of Kenya Education Guide across multiple platforms to improve audience engagement and lead acquisition.
- **The Strategy:** Launched a unified cross-platform rebranding campaign on TikTok, YouTube, and Facebook. Developed structured content pillars, took full ownership of the monthly content calendar, and introduced short-form video optimization.
- **The Execution:** Authored website blog updates and repurposed long-form assets into engaging short-form clips using CapCut and Canva. Continuously analyzed performance metrics to refine the posting schedule and creative direction.

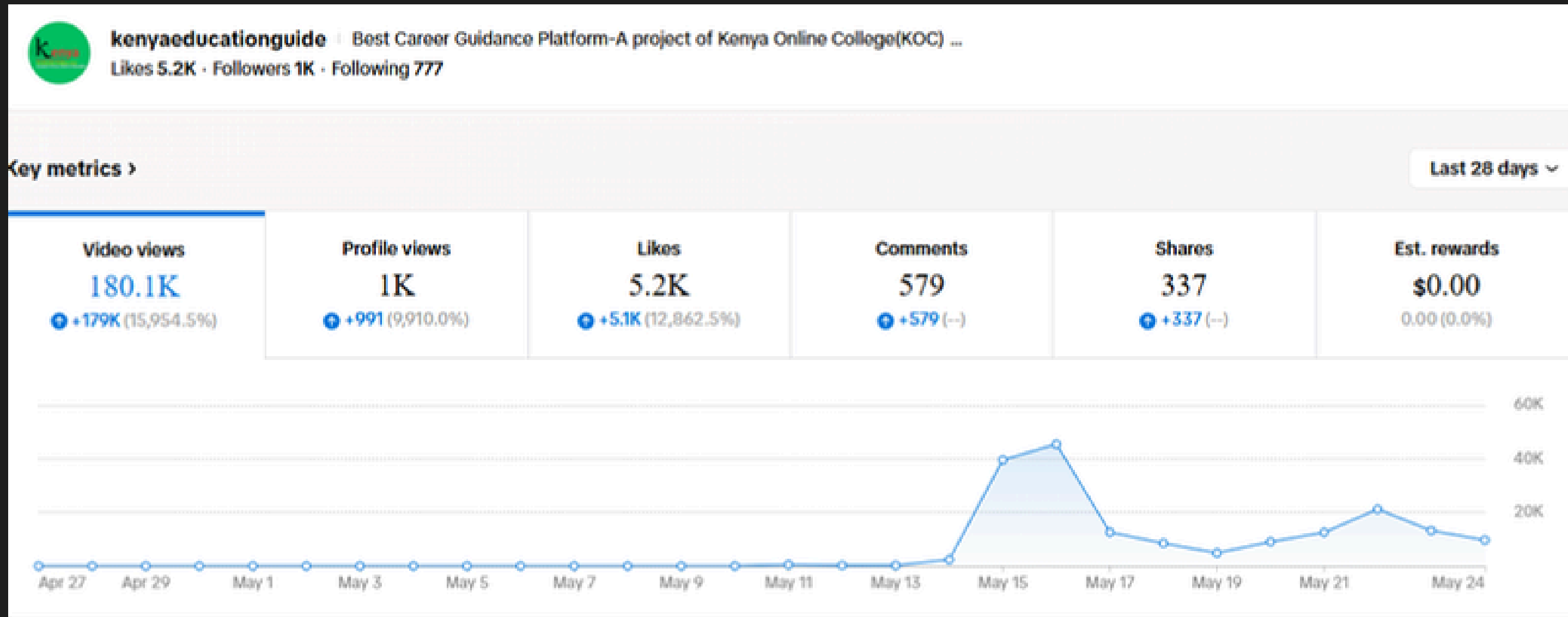
The Results

- Accelerated follower growth by 40% in 5 months.
- Increased lead generation by 40% through structured content.
- Lifted click-through rates (CTR) by 20% via data-driven optimization.



REAL-TIME IMPACT

LIVE OVERVIEW: 28-DAY PERFORMANCE (KENYA EDUCATION GUIDE)



180.1K
160x Increase
VIDEO VIEWS

5.2K
Massive Engagement
CONTENT LIKES

1K
1,000x Boost
PROFILE VIEWS

BLOG POST/ARTICLE WRITTING

kenyaducationguide.com

Diploma courses and fees at Kenyatta University

by Sharon Masanga



The Reality of Journalism Careers in Kenya Today

by Sharon Masanga



Kenya Institute of Mass Communication (KIMC)

by Sharon Masanga



Shaping the Future of Media: A Guide

REAL-TIME IMPACT

KENYA EDUCATION GUIDE **WEBSITE ANALYTICS**

Total Unique Visitors

6.7K

↑150.7%

Total Impressions

5.1K

↓29.4%

Avg. Time on Page

1m 54s

↓3%

Total Clicks

101

↓34.4%

Unique visitors over the last 28 days

— Unique Visitors Previous period



THE SOCIAL TRAVELLER

Project Title: Short-Form Video & Community Growth Strategy

Role: Social Media Manager (Mar 2026 – Apr 2026)

- **The Challenge:** Tasked with maximizing brand visibility and audience interaction during a high-impact, two-month campaign window for an outdoor adventure travel agency.
- **The Strategy:** Focused heavily on short-form vertical video (Instagram Reels and TikTok) by moving away from generic clips and transitioning into high-hook, narrative storytelling frameworks designed for shareability.
- **The Execution:** Monitored real-time travel and audio trends to build repeatable content frameworks. Scripted and edited experiential travel content that highlighted the community aspect of group tours, using trend analysis to capture viewer attention within the first 3 seconds.

The Results:

- Lifted cross-platform engagement across TikTok and Instagram by 20% via narrative storytelling formats.
- Scaled organic Instagram Reel reach and velocity by deploying data-backed, trend-driven creative frameworks.



GRAPHICS: THE SOCIAL TRAVELLER



A promotional graphic for mountain hiking. The background features a collage of three photos: hikers on a snowy mountain peak, hikers in front of a wooden sign, and a hiker on a rocky trail. The sign reads: 'CONGRATULATIONS YOU ARE NOW AT THIRD HIGHEST PEAK LENANA PEAK MT KENYA 4985M 24'. A green diagonal banner in the top left corner says '20% OFF'. The main title 'MOUNTAIN HIKING' is in large green letters. Below it, the text 'NO WEEKEND PLANS? WE'VE GOT YOU' is in smaller green letters. A green button in the bottom right corner says 'BOOK NOW'. The footer 'THESOCIALTRAVELLER' is in small black letters.

20% OFF

CONGRATULATIONS
YOU ARE NOW AT
THIRD HIGHEST PEAK
LENANA PEAK MT KENYA 4985M 24

**MOUNTAIN
HIKING**

NO WEEKEND PLANS? WE'VE GOT YOU

BOOK NOW

THESOCIALTRAVELLER



A promotional graphic for Kanungu Falls. The background is a lush green forest with a waterfall. The title 'Kanungu FALLS' is in large, stylized white and yellow letters. To the right, the text 'Hike. Explore. Connect.' is in a script font. Below the title, a yellow banner says 'A REFRESHING ESCAPE INTO NATURE'. A green circular badge in the bottom right corner says 'KES 1,800 PER PERSON'. A calendar icon and the text 'SATURDAY 9TH MAY' are in the bottom left. A yellow banner below that says 'PACKAGE INCLUDES:'. Below this, a list of items with checkmarks is shown: 'Round Trip Transport' and 'Park Fees'. Two small inset photos of the waterfall are in the bottom right corner.

**Kanungu
FALLS**

Hike.
Explore.
Connect.

**KES
1,800
PER PERSON**

A REFRESHING ESCAPE INTO NATURE

**SATURDAY
9TH MAY**

PACKAGE INCLUDES:

- ✓ Round Trip Transport
- ✓ Park Fees

GRAPHICS: THE SOCIAL TRAVELLER



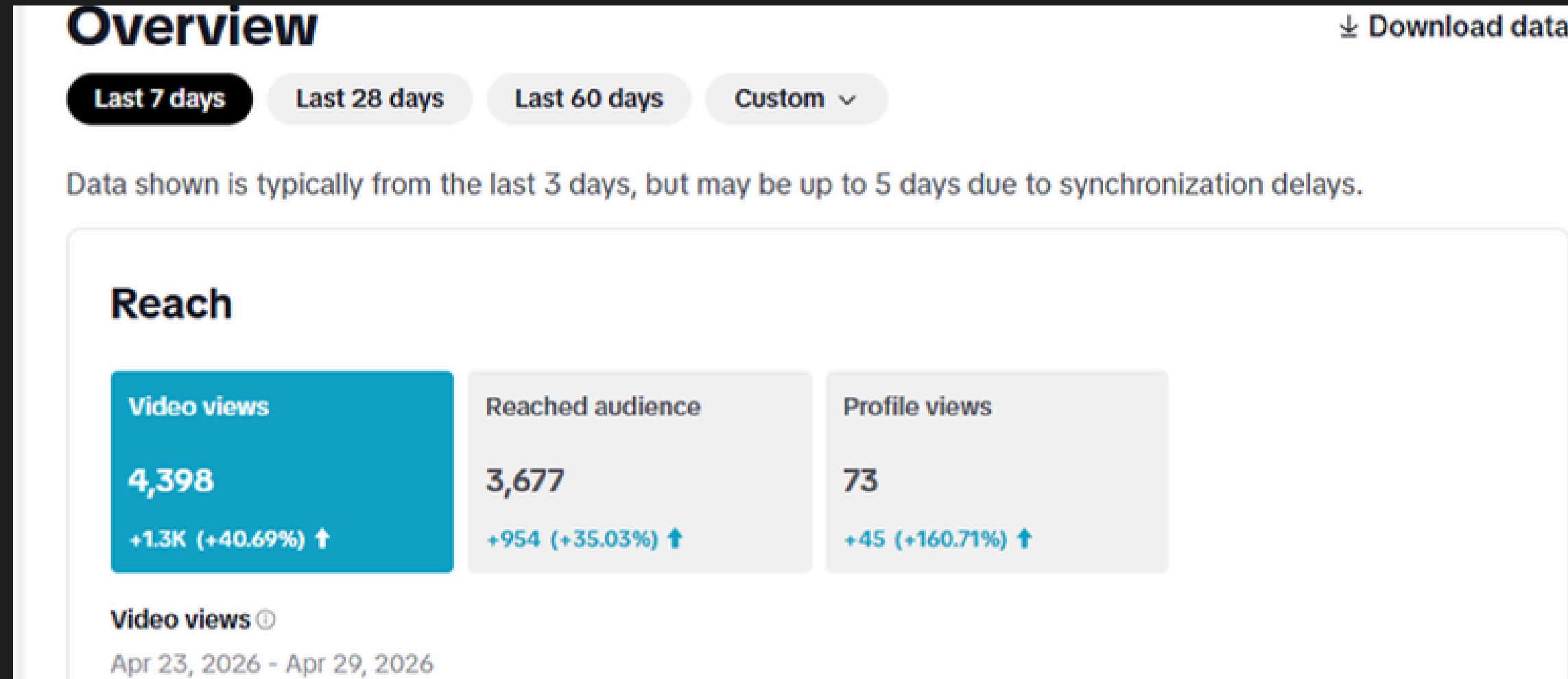


Specializing in **Reels & TikToks** that satisfy both the algorithm and the human eye to drive maximum watch-time and conversions.



REAL-TIME IMPACT

LIVE OVERVIEW: 7-DAY PERFORMANCE (TH SOCIAL TRAVELLER)



4,398

+40.69%

VIDEO VIEWS

3,677

+35.03%

REACHED AUDIENCE

73

+160.71%

PROFILE VIEWS

ROI FOCUSED LEAD GENERATION

Trendins Furniture — Meta Ads

The Challenge & Strategy

Scale inbound sales leads rapidly for a furniture brand while keeping acquisition costs highly efficient using optimized Meta messaging funnels.

Scope of Work

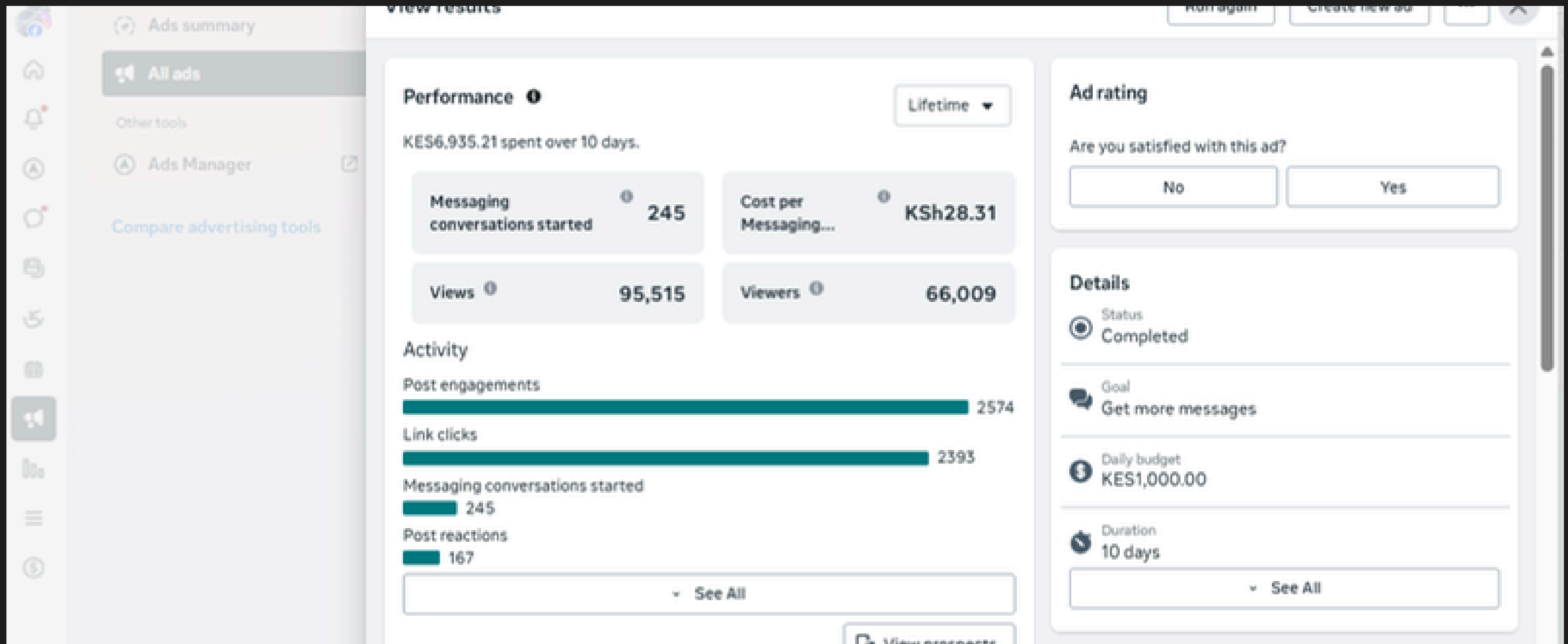
- **Lead Generation:** Built and scaled high-volume messaging campaigns.
- **Budget Scaling:** Managed KSh 6,935.21 in optimized ad spend.
- **Cost Control:** Monitored and maintained low cost-per-lead thresholds.

Results & Impact

- **250 New Leads:** Secured 250 high-intent direct customer conversations.
- **Highly Cost-Efficient:** Maintained a low cost of KSh 27.74 per conversation.
- **Consistent Volume:** Drove steady, daily inbound inquiries over the campaign run.

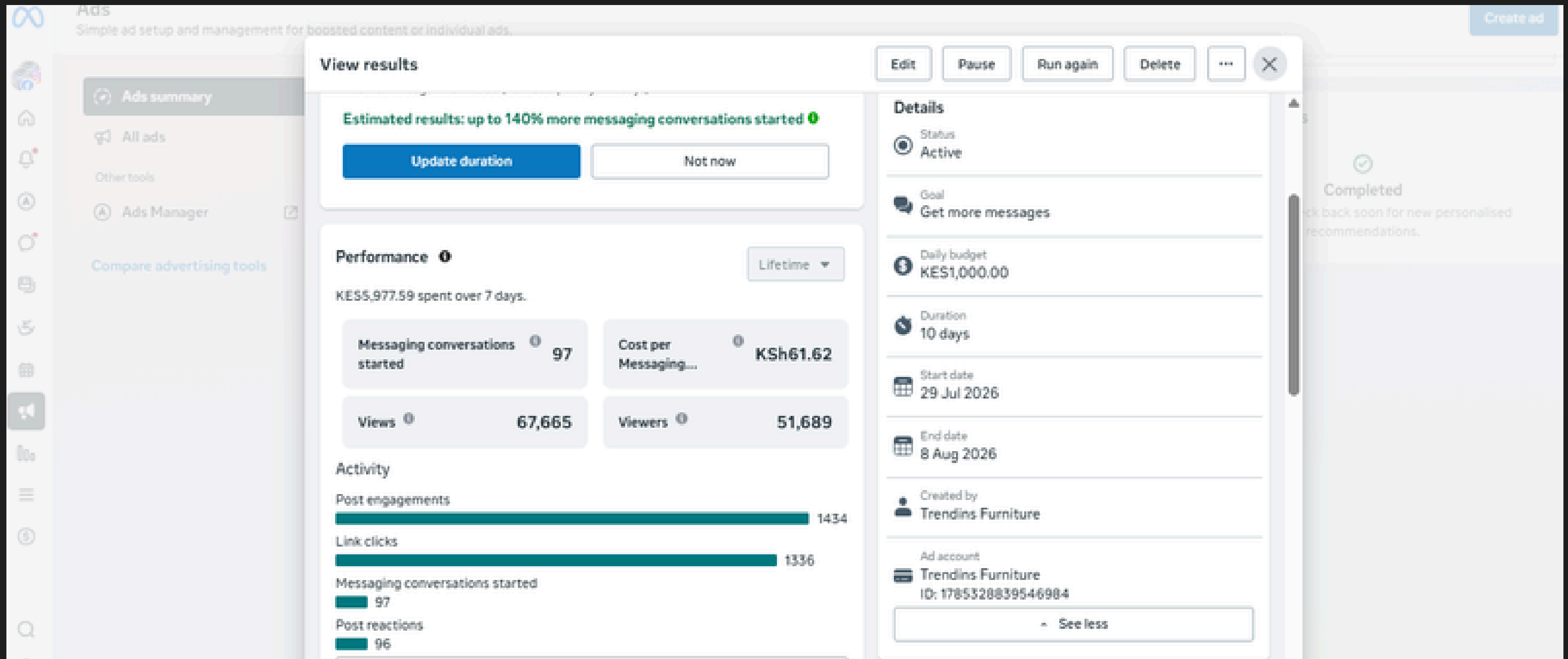
ADVERTISING RESULTS

Trendins Furniture Ad 1



ADVERTISING RESULTS

Trendins Furniture Ad 2



ROI FOCUSED LEAD GENERATION

Sylvia Comfy Furniture — Meta Ads

The Challenge & Strategy

Cut customer acquisition costs and speed up incoming leads by shifting from a passive 30-day ad campaign to a targeted, high-velocity 8-day messaging framework.

Scope of Work

- **Ad Optimization:** Built high-intent Meta messaging funnels.
- **Budget Management:** Maximized daily ad spend efficiency.
- **Performance Analysis:** Tracked real-time cost-per-lead metrics.

Results & Impact

- **Cut costs by 53%:** Slashed Cost Per Message from KSh 52.58 to KSh 24.63.
- **Boosted leads:** Generated 84 inquiries in 8 days (vs. 70 leads in 30 days).
- **Expanded reach:** Increased unique ad reach to 11,465 shoppers.

ADVERTISING RESULTS

Performance ⓘ

Lifetime ▼

KES2,068.60 spent over 8 days.

Messaging
conversations... ⓘ **84**

Cost per
Messag... ⓘ **KSh24.63**

Views ⓘ **20,956**

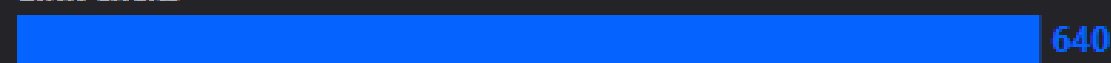
Reach ⓘ **11,465**

Activity

Post engagements



Link clicks



Messaging conversations started



Post reactions



Performance ⓘ

Lifetime ▼

KES3,680.89 spent over 30 days.

Messaging
conversations... ⓘ **70**

Cost per
Messag... ⓘ **KSh52.58**

Views ⓘ **20,417**

Reach ⓘ **8,684**

Activity

Post engagements



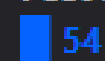
Link clicks



Messaging conversations started



Post reactions



GOOGLE ADS COPYWRITING

Google Ad Copy — Independent Copywriter/Strategist

Wrote Google Ads copy for Faith Kamau, a Creatives Director & Communications Strategist, on a fast one-week turnaround. Crafted headlines and descriptions aligned with brand voice and campaign goals, optimized for click-through and conversion within Google's character limits.

ADVERTISING RESULTS



Faith Kamau · 1st

Creatives Director & Communications Strategist | PR, Influencer Marketing, Brand Alignment & Digital Campaigns



6 shared connections

Project details

What type of marketing project?

Advertising

If you are a business, what is the size of your business?

Individual

What is the scope of this project?

One time need

When do you need this project completed by?

This week

THE DIFFERENTIATOR



RAPID RESULTS

Proven ability to grow new accounts and boost visibility.



RAPID RESULTS

Advanced SEO and keyword strategies so your brand "pops up" in every search.



RAPID RESULTS

Handling everything from account setup to content and paid advertising.

THE WORKFLOW

01 AUDIT

Analyzing metrics and SEO to find growth gaps.

02 CREATE

Producing high-converting visual assets.

03 SCALE

Running ads and community engagement for ROI.

READY FOR REAL GROWTH?

Message me to start getting results for your brand.

Let's Work Together

Sharon Masanga
sharonmasanga418@gmail.com