



Brian Okoth

COPYWRITER

Details

Kisumu
Kenya
0714583825
brianokoth49@gmail.com

Links

[Telegram](#)
[X\(Twitter\)](#)
[LinkedIn](#)
[Instagram](#)
[Facebook](#)

Skills

Microsoft Office
Copywriting
Email Marketing
Content Writing
HTML Email Development
Academic Freelancing and Research
HTML
HTML5
CSS
CSS3
Sass
Bootstrap
Tailwind

Profile

A versatile and experienced professional with a diverse background encompassing roles such as an Email Marketing Copywriter, Freelance/Online Content Writer, and HTML Email Developer. Most importantly, I demonstrate proficiency in various areas including training and education, content creation, email marketing, and electrical work, showcasing adaptability, strong communication skills, and a commitment to delivering high-quality results across different domains.

Employment History

Freelance Email Marketing Copywriter, Private Online Clients and Companies., Worldwide

NOVEMBER 2022 – PRESENT

- Crafted compelling and persuasive email campaigns, leveraging expertise in copywriting, content strategy, and email marketing best practices.
- Created catchy email campaigns to drive engagement, conversions, and brand awareness for diverse clients across industries.

Freelance/Online Content Writer, Private Online Clients and Companies, Worldwide

FEBRUARY 2023 – PRESENT

- Achieved a proven track record of creating high-quality, engaging content across various platforms and industries.
- Combined creativity, research skills, and SEO knowledge to effectively communicate brand messages and captivate target audiences.

Freelance HTML Email Developer, Private Online Clients and Companies, Worldwide

JANUARY 2022 – OCTOBER 2022

- Proficiently crafted, visually appealing and responsive email campaigns to relay catchy content driven towards audience choices and client objectives.
- Utilized expertise in HTML coding, design principles, and email marketing strategies to deliver engaging content tailored to client objectives and audience preferences.

Remote Academic Advisor, Freelancer, and Researcher, Freelancing/Speedy Company, Atlanta, Georgia

AUGUST 2017 – DECEMBER 2021

- Fulfilled roles as a Remote Academic Advisor, Freelancer, and Researcher, showcasing adaptability and effectiveness in diverse work environments and responsibilities.
- Practiced exceptional interpersonal skills in virtual settings, providing comprehensive academic advising to remote students, collaborating with clients as a Freelance Writer, and working alongside academic faculty and industry partners as a Researcher.
- Leveraged research expertise and writing proficiency across roles, conducting interdisciplinary research projects, producing high-quality written content for clients, and contributing to scholarly publications and presentations.

Education

JavaScript

Hobbies

Gym/Gymnastics, Martial Arts,
Chess, Football, Hiking, and
Olympics.

Languages

English

Swahili

French

Dholuo/Luo

Bachelor's Degree in Electrical and Electronics Technology with ICT, Moi University, Eldoret

SEPTEMBER 2015 – DECEMBER 2020

- Acquired proficiency in programming languages including JavaScript and C#, as well as HTML and CSS coding, through hands-on coursework and projects.
- Demonstrated practical application of coding skills by developing web applications and projects focused on user interface design, functionality, and responsiveness.
- Augmented technical knowledge with real-world experiences in copywriting, content writing, and email marketing, gaining insights into digital marketing strategies and communication techniques.
- Specialized in HTML email development and marketing, creating visually appealing and engaging email campaigns while adhering to best practices and industry guidelines.

High School Diploma/Certificate, Nyakoko High School, Kisumu

JANUARY 2010 – DECEMBER 2014

Accomplished high school graduate with a comprehensive four-year academic background, culminating in the attainment of a certificate, showcasing a strong foundation in academic excellence, critical thinking, and dedication to learning.

References

Moi University from Moi University

info@mu.ac.ke | +254 790 940 508

The Eldoret National Polytechnic/College from The Eldoret National Polytechnic/College

tenp.ac.ke | +254797 222666

Internships

Educational Trainer, The Eldoret National Polytechnic (TENP) College, Eldoret

JANUARY 2019 – APRIL 2019

- Delivered engaging and impactful training sessions, fostering a collaborative learning environment.
- Empowered students with practical skills and knowledge relevant to their field of study.