

javan nyachio

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Profile

As a Digital Marketing and Technology Strategist, I help organizations achieve their growth objectives. My team and I leverage the experience of partners from the brightest startups to industry leaders, and I have interactions with the CEOs and founders of the world's fastest-growing companies on a daily basis. I specialize in marketing technology, analytics, integrations, cyber security, and automation. Let's work together to create a tailored growth plan that suits your organization's unique needs.

Work experience

05/2015 - 12/2017 NAIROBI, KENYA

Marketing team- Remote Twitter

As a member of the marketing team at Twitter, my primary duties and responsibilities include:

1. Collaborating with cross-functional teams to develop and execute effective marketing campaigns that drive growth and engagement.
2. Conducting research and staying up to date with industry trends to inform marketing strategies and identify opportunities for growth.
3. Developing and executing lead generation strategies in collaboration with the sales team to identify and acquire new clients.
4. Analyzing data and performance metrics to track the success of marketing campaigns and make data-driven decisions.
5. Building relationships with key industry partners to foster entrepreneurial partnerships and create mutually beneficial opportunities.
6. Staying up to date with the latest marketing technologies, tools, and platforms to identify opportunities for innovation and growth.

In this role, I was committed to driving growth and engagement for Twitter and delivering exceptional results.

Work experience

02/2018 - 11/2018 SYDNEY, AUSTRALIA

Digital strategy manager Volt Bank - Remote

As a Digital Strategy Manager, I was responsible for developing and executing comprehensive digital strategies to achieve business objectives. This includes conducting research and analysis to identify trends, collaborating with cross-functional teams to develop integrated campaigns, analyzing data to make data-driven decisions, staying up-to-date with the latest technologies, managing and mentoring a team of professionals, building relationships with industry partners and vendors, ensuring compliance with regulations, managing budgets, and providing regular reports to senior management.

11/2018 - 01/2020 HOUSTON, UNITED STATES

Digital marketing specialist Walezi Inc

As a digital marketing specialist, I was responsible for developing and executing online marketing strategies that drive traffic, generate leads, and increase sales for a business. This includes activities such as creating and managing paid search and social media campaigns, developing content marketing initiatives, analyzing and optimizing website performance, and monitoring and reporting on key metrics. A digital marketing specialist should have strong analytical skills, be comfortable with digital technologies and tools, and be able to work collaboratively with cross-functional teams to achieve business goals.

01/2020 - 12/2022 HOUSTON, UNITED STATES

Business development executive Spectra Transpotation

- Negotiated and closed complex business deals
- Led and coordinated teams of sales professionals
- Defined and implemented sales strategies
- Wrote and delivered sales presentations
- Generated new business opportunities

Work experience

12/2022 – PRESENT HOUSTON, UNITED STATES

Business manager Walezi Inc

As a business manager am responsible for overseeing the day-to-day operations of a business, including managing staff, creating and implementing business strategies, setting and achieving financial goals, and ensuring compliance with legal and regulatory requirements. This involves tasks such as hiring and training employees, developing and monitoring budgets, analyzing market trends and customer feedback, and collaborating with other departments to ensure smooth operations and optimal performance. Ultimately, a business manager is responsible for driving growth, profitability, and sustainability for a company.

Education

01/2012 – 05/2014 NAIROBI, KENYA

Business | Bachelor Business management Jomo Kenyatta University

As a business management graduate, I have learned to analyze and solve complex business problems, develop and implement effective business strategies, and make data-driven decisions. I also have experience working in teams, communicating effectively, and collaborating with others to achieve common goals and objectives.

08/2010 – 12/2011 NAIROBI, KENYA

Business | Diploma In Business Management Kenya Institute Of Management

Business Management provides me with a strong foundation to pursue a variety of career paths in the business world. With my education and skills, I am well-equipped to contribute to the success of any organization and drive growth and innovation.

02/2006 – 11/2009 KISII, KENYA

High School | High School Diploma Moi High School

I am proud of my successes in high school, which include maintaining a high GPA, participating in extracurricular activities such as sports and clubs, and developing strong relationships with teachers and peers. I also challenged myself academically by taking advanced courses and completing rigorous projects, which prepared me well for college and beyond. Overall, I believe that my hard work and dedication in high school have laid a strong foundation for my future success.

Skills

- **STRATEGIC THINKING AND PLANNING:**
Native
- **DATA ANALYSIS**
Professional
- **COLLABORATION**
Professional
- **LEAD GENERATION**
Native
- **INNOVATION**
Full
- **PARTNERSHIP BUILDING**
Professional

Achievements

1. Developed and executed a successful marketing campaign that resulted in a 25% increase in customer engagement.
2. Identified and executed a new lead generation strategy that resulted in a 50% increase in new client acquisitions.
3. Established and fostered a partnership with a key industry leader, resulting in a mutually beneficial entrepreneurial opportunity for both organizations.
4. Analyzed data and performance metrics to identify areas for improvement in marketing campaigns, resulting in a 15% increase in conversion rates.
5. Spearheaded the adoption of new marketing technologies and tools, resulting in a 20% increase in efficiency and productivity within the marketing team.

Awards

Volunteering

01/2015 – PRESENT BAYTOWN, UNITED STATES

Disaster Response Volunteer The American Red Cross

- Led and motivated a team of four in the aftermath of a natural disaster
- Successfully implemented a debris removal plan that resulted in the clean-up of an entire city block
- Assisted in the set-up of a temporary shelter for victims of the disaster
- Coordinated with local officials to ensure that all disaster victims

♥ Volunteering

01/2016 – PRESENT HOUSTON, UNITED STATES

Construction Volunteer Habitat for Humanity

- Constructed home for low-income family
- Assisted with building a playground
- Constructed a home for a low-income family.

04/2020 – PRESENT

Mentor Big Brothers Big Sisters

- society active voices
- Mentored employees in writing clear and concise reports.
- Taught employees how to properly format business documents.
- Instructed employees in the use of proper grammar and punctuation.
- Explained to employees the importance of proofreading documents.
- Showed employees how to use spell check and other editing tools

✍ Personal Statement

My personal career integrity statement is to always prioritize honesty, respect, and ethical behavior in all of my professional endeavors. I am committed to building trust and fostering positive relationships with colleagues, clients, and stakeholders, and to upholding the values and standards of my chosen field. I believe that integrity is essential for long-term success and growth, and I strive to demonstrate this in every aspect of my work.

🎨 Hobbies



Exploring
distant lands



Getting lost in a
good book



Capturing
moments



Feeling the
music



Every kind of
sport

★ Strengths

- # Adaptable
- # Networking
- # Responsible
- # Adaptability:
- # Problem-solving
- # Leadership
- # Strategic thinking