

Evans (Mburu) Ndung'u Resume

Digital Marketing Specialist | Helping businesses scale through data-driven marketing strategies.

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Portfolio: <https://evansndungu.wuaze.com/?i=1#portfolio>

PROFILE SUMMARY

Results-driven **CRM and Digital Marketing Specialist** with hands-on experience in **HubSpot and Zoho automation**, inbound strategy, and full-funnel customer engagement. Skilled in setting up CRM systems, automating workflows, and optimizing customer journeys to increase retention and revenue. Demonstrated success in executing **data-driven campaigns**, developing personalized email flows, and integrating systems like Mailchimp, Twilio, and HubSpot CMS for seamless client communication. Combines marketing strategy, technical automation, and design expertise to deliver measurable growth and streamlined customer experiences..

EDUCATION AND PROFESSIONAL QUALIFICATIONS

- ✓ **Python Basics**, Udemy September, 2025
- ✓ **Content Creation Strategy**, LinkedIn Learning, Completed: July 28, 2025
- ✓ **Marketing Analytics Foundations**, LinkedIn Learning, Completed: July 28, 2025
- ✓ **Social Media Marketing Certification II**, HubSpot Academy May 2025
- ✓ **Search Engine Optimization (SEO) Certification**, HubSpot Academy, April 2025
- ✓ **Inbound Sales Certification**, HubSpot Academy, Mar 2025
- ✓ **Email Marketing Certification**, HubSpot Academy, Mar 2025
- ✓ **Digital Marketing Certification**, HubSpot Academy, Mar 2025
- ✓ **Html, CSS& JavaScript**, freecodecamp, 2023
- ✓ **Diploma in Architecture**, Kabete National Polytechnic, Nairobi, Kenya, 2024 Coursework: Spatial Planning, Structural& architectural Drawing, Design Rendering, Engineering Problem Solving.

PROFESSIONAL SKILLS AND COMPETENCIES

- **Inbound & Outbound Marketing:** Proficient in planning and executing digital campaigns using **HubSpot, Zoho CRM, N8N**, Google Ads, and Meta Business Suite. Skilled in nurturing leads, conversion optimization, and lifecycle marketing strategies.
- **Content Creation & Strategy:** Experienced in designing, scheduling, and distributing content across web and social platforms. Skilled in using Canva, Adobe Illustrator, and Photoshop for brand-aligned visuals.
- **Email Marketing:** Adept in campaign automation, list segmentation, deliverability best practices, and performance analysis using **HubSpot** and **Mailchimp**.
- **Marketing Analytics:** Skilled in tracking KPIs, customer journey data, and using analytics tools (e.g., Google Analytics, **HubSpot** reports) for performance optimization and decision-making.
- **SEO & SEM:** Practical knowledge of keyword research, on-page SEO, backlinks, and PPC campaigns. Familiar with tools like Google Search Console and Ahrefs.
- **CRM & Customer Experience:** **Skilled in HubSpot CRM** for lead management, segmentation, customer lifecycle tracking, and funnel reporting.
- **Graphic Design & Video Editing:** Proficient in Davinci resolve, Adobe After Effects, Adobe Photoshop, Illustrator, and Canva for marketing and architectural visuals including posters, branding assets, and presentation boards.
- **Problem Solving in Design & Marketing:** Able to apply engineering logic and cost-efficiency strategies to creative projects and marketing workflows without compromising quality.

Collaboration & Project Execution: Experienced working in cross-functional teams, including marketing strategists, designers, and architects, to meet project goals on time and within budget.

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CRM Setup Freelancer

Freelance – Nairobi, Kenya | Nov 2023 – Nov 2024

Client: *Goolife Pharmacy*

- Designed and implemented an automated customer follow-up system in **HubSpot CRM**, enhancing client engagement and retention.
- Created conditional **email automation flows** that personalized follow-ups based on customer feedback after medication purchases.
- Built **HTML/CSS** email templates and integrated them with **Mailchimp APIs** for transactional and follow-up campaigns.
- Developed **smart notification workflows** that alerted the pharmacy's medical team whenever a client reported poor recovery.
- Collaborated on **copywriting and UX messaging**, ensuring empathy-driven health communication.
- Achieved a **75% increase in repeat customers** through automation-driven relationship nurturing.

Key Skills: HubSpot CRM, Marketing Automation, API Integration, **HTML/CSS Email Design**, Customer Retention, Workflow Logic

2. HubSpot & Marketing Automation Specialist

Unde Digital Agency – Nairobi, Kenya | Nov 2024 – Present

- Implemented **HubSpot CRM** and **HubSpot CMS** for B2B and B2C clients, configuring pipelines, lead routing, and automation workflows.
- Set up **shared inbox automations** that created/updated contacts automatically from inbound messages.
- Developed **smart intake forms** with conditional logic, file uploads, and workflow triggers for dynamic segmentation.
- Integrated **Twilio SMS automation** for reminders, follow-ups, and consent-based communication.
- Created interactive **reporting dashboards** and a streamlined CRM workflow that reduced manual lead management by 40%.
- Led a **CMS migration project** rebuilding the company's Webflow site into HubSpot CMS using a premium theme (CLEAN by Helpful Hero).
- Ensured complete **design fidelity**, mobile responsiveness, and technical optimization across pages.
- Delivered a **Loom walkthrough and admin guide** for post-handoff client management.

Key Skills: HubSpot CRM, HubSpot CMS, Workflow Automation, SMS Integration, Dashboard Reporting, Conditional Logic Forms, CMS Migration, B2B Marketing Systems

3. Zoho CRM & Digital Marketing Consultant (Part-Time)

Perzim Kenya – Real Estate Agency, Nairobi, Kenya | Aug 2025 – Present

- Leading the firm's **migration from HubSpot to Zoho CRM**, optimizing pipelines and automations for property sales workflows.
- Configured **Zoho modules** (Leads, Deals, and Campaigns) to manage the full sales cycle.
- Set up **task automation**, lead scoring, and internal notifications for follow-ups and client status updates.
- Designed and executed **social media ads** on Meta and Google Ads, syncing captured leads directly into Zoho CRM.
- Collaborated with sales agents to improve follow-up sequences and lead nurturing processes, increasing engagement rates across the board.

Key Skills: Zoho CRM, **HubSpot-to-Zoho Migration**, Sales Automation, Real Estate Lead Management, Cold Calling, Social Media Ads Integration, Client Retention