

MAXWEL OKOTH

Contact Details

Email Address

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Contact Number

+254746213121

Current Location

Nairobi

Kenya

Kenya

Hobbies and Skills

Hobbies

Playing football, digital content, reading, and tech

Skills

Project Management, Customer Service, MS Excel (intermediate), MS Powerpoint (advanced), Network and Community Building, Social Media Engagement, Swahili (fluent), Teamwork, Leadership, blockchain, web3, social media management, canva graphic design, Content Creation & Curation



Education

African Leadership University

Jan 2024 - Present

- Bachelor of Science (Hons) Software Engineering

The Technical University of Kenya

Sep 2018 - Jul 2022

- Bachelor of Construction Management



Professional Experience

Social Media Manager (Ad hoc basis) - Tales of Turning (South Africa)

Aug 2024 - Present

- Managed social media content creation and engagement for a digital platform, utilizing AI tools to generate impactful content to address technology-assisted gender-based violence (GBV).
- Designed posters for posting on the social media platforms.

Researcher - National Geographic & The Nature Conservancy (Kenya)

Jun 2024 - Present

- I had the opportunity to contribute remote solutions to help save and conserve the Marine Ecosystem in coastal Kenya while ensuring sustainable livelihoods for the communities on the coast.

Co-Founder - SATATA (Kenya)

Apr 2024 - Present

- Together with a friend, we came up with SATATA, which means satoshis. A space for teaching fellow students to get into blockchain and web3. This is a startup that will help many debunk the new world of bitcoin.

AI Trainer - Remotasks (Kenya)

Oct 2023 - Jan 2024

- Leveraged AI expertise to annotate the data and information from the education, health, and transport industries.
- Developed and curated training materials, including documentation, tutorials, and presentations.
- Designed and delivered training programs to diverse audiences on AI concepts and applications.

Digital Marketing Manager - Client Care Africa (Kenya)

Jul 2023 - Sep 2023

- Developed and launched engaging social media pages across various platforms tailored to target audiences and brand messaging.
- Implemented effective strategies to increase website traffic through SEO optimization, paid advertising campaigns, and content marketing initiatives.
- Successfully grew existing page followers by 225%, fostering brand loyalty and increasing online engagement.
- Created compelling graphic design elements such as social media graphics and email marketing visuals to enhance brand communication and user experience.

Community Facilitator - Hope World Wide Kenya (Kenya)

Jan 2023 - Sep 2023

- Facilitated 3 monthly workshops on sexual health and HIV/AIDS awareness, reaching over 150 youth participants.
- Developed and delivered a life skills training program that resulted in a 20% increase in participants' self-reported confidence and decision-making abilities.
- Led community dialogues to identify key health concerns in the target community, leading to the development of a new health outreach program by HWWK.

Website Researcher and Content Creator - Hillock Global Enterprise (Kenya)

Mar 2021 - Aug 2021

- Researched industry trends and competitors to inform content strategy.
- Produced SEO-optimized website content, boosting organic traffic.
- Ensured content alignment with brand objectives and maintained consistency.

Karen Church (Kenya)

- Operated and maintained audio/visual equipment (microphones, speakers, mixers, projectors, screens).
- Successfully managed pre-production, set up, operated, and dismantled equipment for live services, conferences, concerts, and theatrical productions.
- Managed social media accounts and improved the interactions from the congregation especially during and after the COVID-19 pandemic.