

**GRACE MUTHEU MWINZI**

**DIGITAL MARKETING SPECIALIST |**

**SOCIAL MEDIA & CONTENT STRATEGY**

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## **PROFESSIONAL SUMMARY**

Digital Marketing Specialist with 3+ years of hands-on experience developing social media strategies, creating content, building brands, and supporting go-to-market initiatives across early-stage businesses in Kenya. Experienced in taking brands from early development to active market presence through content strategy, social media management, audience engagement, campaign execution, and customer acquisition. Combines creative content skills with a strong understanding of business operations, customer psychology, and growth strategy.

## **CORE COMPETENCIES**

Digital Marketing Strategy | Social Media Management | Content Strategy & Creation | Copywriting | Brand Development & Positioning | Organic Audience Growth | Campaign Planning & Execution | Lead Generation | Customer Acquisition | Go-to-Market Strategy | Community Engagement | Marketing Operations

## **PROFESSIONAL EXPERIENCE**

### **Co-Founder | Graton Spaces (Airbnb Marketing & Management)**

*2026 – Present*

- Co-founded and helped build a BnB marketing and management business, developing its digital presence from the ground up.
- Developed and executed the brand's social media and content strategy during its early growth stage.
- Grew the brand's Instagram presence from 0 to 24 organic followers within two weeks through consistent content and organic distribution.
- Created short-form video content generating 6,000+ TikTok views during the brand's early-stage growth.
- Built content designed to attract property owners and potential BnB guests.
- Secured and onboarded the first client while developing the business's social media presence from zero.

- Contributed to partnerships with 25+ Airbnb hosts and growth to 80+ units under management within three weeks.

### **Co-Founder & COO | Nima AI**

*August 2025 – August 2026*

- Led product marketing, go-to-market strategy and social media execution for an AI-powered virtual try-on platform.
- Developed and structured social media content strategy across TikTok, Instagram and LinkedIn.
- Grew the company's social media presence to 150 organic followers through consistent content and audience-focused communication.
- Managed 1,000+ product uploads, coordinating product information and presentation for the platform.
- Led a strategic pivot from direct-to-consumer toward B2B widget integration targeting Kenyan fashion brands.
- Developed marketing and positioning strategies to communicate the product's value proposition to customers and business partners.

### **Co-Founder | Swyft (Nairobi PropTech)**

*November 2024 – August 2026*

- Co-founded a rental and logistics platform focused on Nairobi's emerging residential corridors.
- Developed the platform's TikTok-first content and brand strategy, aligning content with target audience and geographic market.
- Planned and executed audience acquisition campaigns designed to generate direct customer interest.
- Generated 20 inquiries from a campaign reaching 45 people, demonstrating targeted campaign and audience engagement capability.
- Led go-to-market planning and geographic positioning for the platform.
- Contributed to product positioning, UX flow and monetization strategy.

## **SELECTED MARKETING PROJECT**

### **Marketing & Customer Acquisition | Bloom and Batter**

*Consumer Food Brand*

- Developed and executed social media and promotional content for a consumer-facing food brand.
- Used product-focused content and promotional campaigns to communicate product offerings and encourage purchases.
- Acquired 50 customers within two months through organic marketing and direct customer engagement.

- Supported brand positioning, promotional planning and customer communication.

## ADDITIONAL EXPERIENCE

### Transcriptionist | TranscribeMe

*December 2021 – January 2023*

- Transcribed audio files accurately according to company guidelines and client specifications.
- Maintained quality and consistency while working to strict deadlines.
- Proofread completed work to ensure accuracy and adherence to client requirements.

### Transcriptionist | GoTranscript

*October 2020 – November 2021*

- Transcribed audio and video recordings in English with a focus on accuracy and efficiency.
- Managed transcription projects including interviews, meetings and dictations.
- Consistently worked within project deadlines and quality requirements.

## TOOLS & PLATFORMS

**Marketing & Content:** Canva, CapCut, Meta Business Suite, Edits

**Social Platforms:** TikTok, Instagram, LinkedIn, WhatsApp

**CRM & Productivity:** HubSpot CRM, Notion, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

**Other:** WordPress, Basic Node.js, Express Scribe

## EDUCATION

### Diploma in Culinary Arts & Hospitality — Boma International Hospitality College

Specialisation in Culinary Arts and Pastries. Developed and presented a complete restaurant concept, Elemental, as a final project.

### Certificate in Full-Stack Software Engineering — Moringa School, Nairobi | 2023

## CERTIFICATIONS

- HubSpot Inbound Marketing Certification — HubSpot Academy
- HubSpot Digital Marketing Certification — HubSpot Academy
- Culinary Arts & Pastries Chef Certification — Boma International Hospitality College
- French Language — A2 Certification

## LANGUAGES

English — Fluent

Swahili — Fluent

French — A2