

ALLAN WAKORI

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PROFESSIONAL SUMMARY

Results-oriented copywriter with 8+ years delivering SEO-driven content that strengthens brand positioning and drives measurable growth in tourism, hospitality, and conservation sectors. Skilled in crafting targeted, multi-platform campaigns that boost visibility, engagement, and conversions.

CORE SKILLS

- **Content Writing & Storytelling:** Travel blogs, destination features, social media captions, press releases, guest review responses, newsletters, and TV & radio scripts.
- **SEO & Digital Marketing:** Keyword research, Meta descriptions, on-page SEO, link building, content optimization, CTR improvement, performance analytics.
- **Hospitality & Tourism Marketing:** Destination marketing, luxury travel storytelling, conservation-focused content, cultural narratives, community engagement.
- **Multi-Platform Campaigns:** Website copy, blog writing, social media content calendars, third-party platform listings, multimedia storytelling.
- **Tools & Platforms:** WordPress, CMS, Yoast SEO, SEMrush, Google Analytics, Google Search Console.

PROFESSIONAL EXPERIENCE

Peak & Dale Solutions – Nairobi, Kenya

Senior Copywriter – | April 2024 – Present

- Directed content development for the Kenya Tourism Board's **Tembea Kenya campaign**, achieving 30M+ audience reach and driving a 12% increase in domestic tourism
- Crafted SEO-optimized destination stories for KTB's **Magical Kenya UK/US campaign**, boosting brand visibility for cultural and wildlife tourism.
- Spearheaded copy for the **Women Entrepreneurship for Africa** campaign, generating 1M+ reach and 1,600+ qualified applications, showcasing ability to inspire action across diverse audiences.
- Scripted high-impact TV and radio commercials for First Assurance Kenya and Family Bank, strengthening brand recognition and ensuring message consistency across multimedia channels.

Africa118 Inc. – Nairobi, Kenya

Senior Copywriter – Multi-Platform Content | Feb 2019 – Nov 2024

- Designed and delivered the Digital Launchpad e-learning program, enabling 3,500+ SMEs to develop practical skills in digital marketing and storytelling.
- Built a 3-month editorial training plan for Telkom Kenya's Contact Centre, enhancing customer communication quality and aligning brand tone across teams.
- Executed multi-channel content strategies that increased client visibility, strengthened brand positioning, and supported long-term customer retention.

Cellulant Kenya Ltd – Nairobi, Kenya (Consultancy)

Marketing Content Writer– SEO & Content Marketing | Jan 2023 – Jun 2023

- Produced SEO-rich blog content ranking #1 on Google for “global payment processing,” resulting in a 25% surge in organic website traffic and improved lead generation.
- Authored keyword-driven product guides ranking #1 for “Nairobi water bill payment,” boosting click-through rates and increasing conversions.
- Adapted and localized Fintech product descriptions for 5+ African markets, enhancing cultural resonance and customer engagement across regions.

Gientech Technology Company Ltd – Chengdu, China (Remote)

Marketing Content Writer – E-commerce Content | Oct 2022 – Aug 2023

- Delivered 50–100 SEO-optimized product descriptions for Alibaba Reads, generating a 50% increase in sales-qualified leads and contributing to a 15% rise in annual revenue.
- Collaborated with cross-border teams to ensure culturally accurate localization, boosting product appeal and international sales potential.

Mediamax Networks Ltd – Nairobi, Kenya

Radio Presenter / Producer – Milele FM | Oct 2010 – Dec 2018

- Hosted and produced daily radio programming, delivering engaging on-air content that built listener loyalty and expanded audience reach.
- Collaborated with marketing teams to implement brand messaging that enhanced station identity and advertiser value.

EDUCATION & CERTIFICATIONS

- Diploma in Journalism – Kenafric College of Professional Studies (2006).
- EFSET English Certificate (C1 Advanced) – 2023.