

Contact

0726535738 (Work)
joshuanguku7@gmail.com

www.linkedin.com/in/joshua-nguku7 (LinkedIn)

Top Skills

Lead Nurturing

UI/UX

Brand Development

Certifications

Gestalt Psychology and Web Design: The Ultimate Guide

Front-End Web Development

Perception and Memory in HCI and UX

Web Design for Usability.

UX Management: Strategy and Tactics

Joshua Nguku

Digital Marketing Manager · UI/UX Designer · Frontend Developer
— Turning brand strategy into conversion-driven experiences for Nairobi & global clients

Nairobi, Nairobi County, Kenya

Summary

As the Information Technology Lead at the Foundations of Tourism Institute (FoTI), I lead the lifecycle development of the FoTI app, integrating user research, UI design, and development to create seamless, user-friendly solutions for tourism students, educators, and industry stakeholders. My work ensures the app aligns with organizational goals, supporting users in managing tourism products, research, and documentation.

With a Bachelor's degree in Ecotourism and Hospitality Management from Chuka University, my expertise spans UI/UX design, digital integration, and lead nurturing. I am passionate about crafting intuitive digital experiences that drive engagement and enable academic and professional growth in the tourism sector.

Experience

Celestial Dental & Orthodontic Centre

Digital Marketer

June 2025 - Present (1 year 1 month)

Kasarani, Nairobi County, Kenya

Spearhead digital marketing campaigns to promote general, cosmetic, and children's dental services, boosting appointment bookings and patient inquiries.

Manage and optimize social media platforms (Instagram, Facebook, Twitter, LinkedIn) to engage the public and raise brand awareness using the hashtag #YourSmileMatters.

Develop and execute SEO strategies and Google Ads to improve search visibility for key services like braces, dental implants, and root canals.

Design and distribute email newsletters and WhatsApp updates with promotional offers, dental tips, and appointment reminders.

Collaborate with the customer care team to implement automated messaging systems for appointment confirmations and follow-ups.

Curate patient testimonials and success stories to build social proof and trust across digital platforms.

Oversee content creation for the website (blog posts, service pages, FAQs) in line with best practices in health communication.

Monitor analytics and generate monthly performance reports to assess ROI on digital campaigns and recommend optimizations.

Coordinate with the web development agency to keep the Celestial Dental website up to date and mobile-optimized.

Drive lead generation initiatives and maintain CRM tools to track and convert leads into loyal patients.

Support brand positioning and patient education efforts through digital storytelling and campaign planning.

FoTI (Foundations of Tourism Institute)

Information Technology Lead / Social Media Marketing Manager

September 2024 - Present (1 year 10 months)

Chuka, Tharaka-Nithi, Kenya

As the Information Technology Lead for the Foundations of Tourism Institute (FoTI), I am responsible for the complete lifecycle of the FoTI app, from user research to UI design and development.

My role includes conducting in-depth user research to understand the needs of tourism students, educators, and industry stakeholders, ensuring that the app supports their academic and business goals effectively.

I design intuitive, user-centered interfaces that enable students to manage their tourism products, research, and documentation with ease.

Additionally, I oversee the development process, ensuring the app integrates seamlessly with FoTI's digital platforms, including the website, YouTube channel, and social media, to facilitate continuous engagement and professional growth for students.

Giktek-HQ

UI/UX Designer

April 2022 - Present (4 years 3 months)

Nairobi County, Kenya

As UI/UX designer at Giktek i was responsible for creating and enhancing the user interface and user experience of digital products such as websites, mobile apps, and software.

Iris Development Studios

Integrated Marketing and Design Executive

January 2025 - May 2025 (5 months)

Nairobi County, Kenya

Key Responsibilities

1. Strategic Marketing Oversight

- Develop and execute comprehensive marketing strategies for all three Iris business divisions.
- Ensure alignment of marketing initiatives with organizational goals and brand vision.

2. Client Marketing Management

- Collaborate with clients to understand their marketing needs and deliver tailored solutions.
- Provide services such as SEO, ad management, social media management, and campaign planning.

3. UI/UX and Design Collaboration

- Work closely with design teams to ensure marketing campaigns are supported by cohesive and engaging user experiences.
- Provide input on UI/UX elements to enhance digital marketing assets, websites, and applications.

4. Company Marketing Initiatives

- Enhance Iris's brand presence through digital marketing strategies.
- Oversee SEO, PPC campaigns, Google Ads, and other ad management activities.
- Manage the company's social media platforms, content creation, and analytics.

5. Brand Alignment and Visual Identity

- Collaborate on branding initiatives to maintain a consistent and compelling brand identity across all platforms.
- Guide the integration of branding elements into marketing materials and client projects.

6. Performance Tracking and Analytics

- Monitor and analyze marketing campaign performance using key metrics and adjust strategies for continuous improvement.

Stellar HR Solutions

Digital marketing assistant

May 2024 - January 2025 (9 months)

Nairobi County, Kenya

I brought creativity and strategic thinking to deliver visually compelling designs that effectively communicate the brand message and captivate audiences. With a strong foundation in design principles and a keen eye for detail, I excelled in translating concepts into impactful visual solutions across various media platforms. This served in generating leads and increased the number of conversions for the business.

alx_africa

alx Software Engineering Student Trainee

March 2024 - November 2024 (9 months)

Virtual

State department for Tourism Kenya

Intern

October 2019 - October 2020 (1 year 1 month)

Nairobi County, Kenya

Responsibilities:

Research and Analysis:

Conducted research on tourism trends, market analysis, and competitor analysis. Compile data and prepare reports on tourism statistics and visitor demographics. Assist in the analysis of tourism policies and their impact. Marketing and Promotion: Support the development of marketing strategies and promotional campaigns. Assist in creating content for social

media, websites, and promotional materials.Help organize and participate in tourism events, trade shows, and exhibitions.

Project Assistance:

Assist in the planning and execution of tourism-related projects.Help coordinate with various stakeholders, including tour operators, local businesses, and community organizations.Participate in meetings and take minutes.

Administrative Support:

Perform general administrative tasks such as filing, data entry, and scheduling.Prepare and distribute correspondence, reports, and presentations.Assist in maintaining and updating databases and records.

Education

Chuka University

Bachelor's degree, Ecotourism and Hospitality Management · (September 2014 - October 2018)

Migwani secondary

· (January 2009 - November 2013)

alx_africa

Front End Development · (March 2024)