

Lynne Achieng Mumbe Ouma

Marketer | Communications and Multimedia Journalist

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Portfolio: <https://lynnemumbe.com/>

PROFESSIONAL SUMMARY

Marketing and Communication professional with expertise in crafting compelling narratives, developing strategic marketing campaigns, and leveraging digital media to enhance brand visibility. Skilled in storytelling, audience engagement, and market analysis. Spearheaded digital content initiatives that boosted social media engagement by 20% across key platforms. Proven ability to create impactful content and strategies that connect brands with target audiences across diverse platforms.

KEY COMPETENCIES

Category	Skills
Marketing & Strategy	Marketing Campaigns, Market Analysis, Lead Generation, Inbound Marketing
Digital & Data	Google Analytics , Business Analytics, Data Analysis, Social Media Management, Digital Communication Strategy
Creative & Multimedia	Adobe Creative Suite, Video Production (Filming, Editing) , Content Creation
Communication	Internal & External Communications , Cross-functional Collaboration , Email Campaign Management

PROFESSIONAL EXPERIENCE

Marketing Consultant

September 2025 - July 2026

Webster Institute of Clinical Scholarship

- Strategized and executed comprehensive social media marketing campaigns, resulting in a 15% increase in organic reach and audience interaction.
- Produced diverse multimedia content, including compelling video and promotional graphics, tailored for various social media platforms.
- Managed and optimized the company's digital footprint across key platforms.
- Analyzed marketing performance data to identify trends, inform strategic adjustments, and continuously enhance engagement.

Graduate Assistant

August 2023 - May 2025

Webster University, The Walker School of Business & Technology

- Led the development of The Walker School Writers Series, an editorial feature that amplified diverse voices and bridged conversations between business, technology, and society.

Sample articles:

["What Lives in the Mission Lasts: DEI, Belonging, and Institutional Leadership"](#)

["Not Just a Logo: Crafting a Brand That Reflects Who We Are"](#)

- Created engaging multimedia content, including graphics, reels, and short-form videos, for social media platforms to elevate the School's digital presence.

This effort contributed to a 25% increase in follower engagement.

- Coordinated internal and external communications, including producing newsletters and managing email campaigns.
- Assisted in planning, marketing, and executing departmental events, both on campus and online.
- Supported faculty with academic research, data analysis, and content development for lectures and publications.

May 2022 - July 2023

**Marketing and Graphics Associate
Cedar Africa Group**

- Led the conceptualization and execution of marketing campaigns to promote leadership development programs across East Africa.
Campaigns contributed to a 10% growth in program attendance year-over-year.
- Produced visually compelling designs for brochures, pitch decks, and event materials aligned with brand guidelines using Adobe Creative Suite.
- Designed and presented a region-focused market insights report titled: [What is Driving Digital Change in the Eastern Africa Market](#), establishing a data benchmark for future content.
- Managed day-to-day social media operations, fostering engagement and thought leadership among target audiences

EDUCATION

Master of Science in Marketing

Webster University

August 2023 - May 2025 | GPA: 3.8/4.0

Bachelor of Arts in Communication and Multimedia Journalism

Riara University

May 2017 - May 2021 | GPA 3.7/4.0

CERTIFICATIONS

-Google Analytics

-Business Analytics

VOLUNTEER EXPERIENCE

Board Member- Social Media

American Marketing Association, St. Louis Chapter

August 2024 - May 2025

- Developed and coordinated social media content to promote chapter events, programs, and member engagement initiatives.
- Created and scheduled digital content across social media platforms while maintaining consistent brand messaging.
- Collaborated with board members to develop promotional strategies and increase visibility of chapter activities.
- Supported event promotion through targeted social media campaigns and timely communications.
- Monitored audience engagement and contributed ideas to strengthen the chapter's digital presence.

Media Relations Coordinator

Grace African Christian Connections

October 2024 - March 2025

- Developed and coordinated strategic communications and promotional content to increase visibility of organizational programs, events, and initiatives.
- Managed media and stakeholder outreach, maintaining consistent messaging and strengthening audience engagement across communication channels.