

Franklin Makori

Digital Marketing Specialist and Web Developer

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PROFESSIONAL SUMMARY

Digital marketing specialist and web developer with more than three years of experience helping businesses grow through paid advertising, websites and automation. I plan and manage Google Ads and Meta Ads campaigns, build the websites and landing pages those campaigns send visitors to and set up the tracking that shows exactly which efforts bring in customers. I have managed ad accounts for agency clients in the United States, Canada and Australia, helped one client grow its monthly profit from \$10,000 to \$60,000 and delivered up to a 5X return on ad spend (ROAS).

Because I handle both the advertising and the website, I can fix problems at every stage, from the first ad a customer sees to the moment they get in touch or buy. I also build automations that cut manual work and speed up customer response. I work fully remotely and collaborate easily across time zones.

CORE SKILLS

Digital Advertising: Google Ads (Search, Shopping, Performance Max, Display and YouTube), Meta Ads (Facebook and Instagram), campaign planning, keyword research, audience targeting, ad copywriting, budget management, retargeting

Tracking and Reporting: Google Analytics 4, Google Tag Manager, conversion tracking, lead and sales tracking, call tracking, performance reporting

Website Development: WordPress, WooCommerce, Next.js, React, HTML, CSS, JavaScript, landing pages, mobile friendly design, site speed optimisation

Automation: n8n, automated lead follow up, CRM and software integrations, social media scheduling

Design and Other: Social media management, Adobe Illustrator, brand design, search engine optimisation (SEO), Flutter, Dart

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist | Smart Computers KE

April 2026 to August 2026 | Led paid ads, the online store and marketing automation for an online electronics retailer.

What I did

- Launched Google Shopping campaigns from the product catalogue, grouping products by category and price so budget went to the best sellers and cutting spend on searches that did not lead to sales.
- Ran Meta Ads on Facebook and Instagram to promote products and bring past website visitors back to the store.
- Maintained the WordPress and WooCommerce store, keeping products, prices and pages up to date.
- Set up purchase tracking in Google Tag Manager and Google Analytics 4 and fixed an error that was recording the wrong sale values, so the ad accounts reported true revenue and optimised for real sales.
- Built an n8n automation that schedules and publishes social media posts every day.

Results

- Google Shopping campaigns achieved a **5X ROAS**.
- Grew online sales and gave the business reliable revenue reporting.

Google Ads Specialist | Mavly Digital

February 2025 to March 2026 | Remote role with a performance marketing agency serving clients in the United States, Canada and Australia.

What I did

- Managed multiple client accounts at once on Google Ads (Search, Performance Max, Shopping, Display and YouTube) and Meta Ads (Facebook and Instagram), including an online store in Australia. Also handled social media management for one of the agency's clients.
- Ran Meta Ads campaigns, choosing audiences, retargeting past website visitors and testing creatives and copy to find what drove the most leads and sales.
- Built new campaigns from the ground up: keyword research, campaign structure, ad copy, ad extensions, audience targeting and bidding strategy.
- Set up and audited conversion tracking with Google Tag Manager, Google Analytics 4 and the Meta Pixel so each account measured the calls, enquiries and sales its ads produced.
- Optimised accounts weekly (bids, budgets, negative keywords and new ad tests) and prepared regular performance reports with clear recommendations for clients.

Results

- Helped a client business grow from about **\$10,000 to \$60,000 in monthly profit**, a six fold increase.
- Restructured an underperforming account, lowering ad costs and adding 10+ bookings a month.

Google Ads Specialist and Landing Page Developer | Zaam Home Services

July 2024 to January 2025 | Contract engagement covering both the website and the advertising.

What I did

- Built a fast, mobile friendly landing page in Next.js designed to turn visitors into phone calls and enquiries.
- Planned and launched Google Search campaigns, including keyword research, ad copy, location targeting and call extensions.
- Added negative keywords to cut spend on irrelevant searches.
- Set up call and form tracking in Google Tag Manager and Google Analytics 4 so every enquiry could be traced to the keyword and ad that produced it.
- Reviewed results regularly and shifted budget towards the keywords and ads that brought in enquiries.

Results

- Campaigns achieved a **5X ROAS**.
- Created a steady, predictable flow of calls and enquiries from Google search.

Web Developer and Google Ads Specialist | Isahelpers

March 2023 to May 2024 | Contract engagement to build the business's online presence and win new customers from search.

What I did

- Built the business's WordPress website with search optimised service pages and a simple booking path.
- Launched and managed Google Search campaigns, including keyword research, ad copy, location targeting and budget management.
- Set up tracking in Google Tag Manager and Google Analytics 4 so every booking could be linked to the search that produced it.
- Reviewed search terms and results regularly, cutting wasted spend and improving ads and pages based on what converted.

Results

- Delivered a positive ROAS and more than 10 additional bookings every month.

EDUCATION AND TRAINING

Software Development | Power Learn Project, 2024

Mobile app development for Android and iOS using Dart and Flutter.

Kenya Certificate of Secondary Education | Sawagongo High School, 2019 to 2022

CERTIFICATIONS AND LANGUAGES

Google Ads Certification | Google

Software Development and AI Automation | Modcom Institute of Technology, 2023

Languages: English (fluent), Kiswahili (fluent)

REFERENCES

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