

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 online 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 which efforts are bringing in customers. I have also managed Google Ads accounts for agency clients in the United States, Canada and Australia. My campaigns have delivered up to a 5X return on ad spend (ROAS) while keeping budgets focused on the searches and audiences that convert.

Because I manage both the advertising and the website, I can find and fix problems at any stage, from the first ad a customer sees to the moment they get in touch. I also build automated workflows that reduce manual work and help businesses respond to new customers faster. I work fully remotely and am comfortable collaborating with teams across different 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, website speed improvement

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

Design and Other: Adobe Illustrator, brand design, search engine optimization (SEO), Flutter, Dart

PROFESSIONAL EXPERIENCE

Independent Digital Marketing and Web Consultant | 2023 to Present

Self employed, delivering advertising, website and automation projects for clients remotely

Nkasiri | Google Ads and Meta Ads | August 2026

- Planned and ran advertising campaigns on Google, Facebook and Instagram, including audience selection and ad design.
- Set up tracking in Google Tag Manager and Google Analytics 4 so every booking could be traced back to the ad that produced it.
- Increased both bookings and revenue from online advertising.

Smart Computers KE | Google Shopping Ads and Automation | April 2026

- Set up and managed Google Shopping campaigns using the client's existing online product catalogue.
- Automated daily social media posting with n8n, freeing the team from a repetitive daily task.
- Set up sales tracking in Google Analytics 4 and Google Tag Manager. The campaigns achieved a 5X ROAS and online sales grew.

Kevton Technologies | Online Store and Automation | January 2026

- Built an online store on WordPress and WooCommerce, covering product setup, checkout and search engine optimization.
- Automated the handling of customer enquiries with n8n, which cut response times and reduced manual work.
- The store now attracts customers from Google search in addition to direct sales.

Writers Fantasy | Website Development and Brand Design | October 2025

- Developed a mobile friendly WordPress website structured around the terms customers use to search for the business.
- Designed the logo, social media graphics and marketing materials in Adobe Illustrator.
- Improved the business's visibility in search results and gave it a consistent look across all channels.

JBLI | Google Ads | March 2025

- Built and managed Google search campaigns, including keyword research, ad writing and filtering out irrelevant searches to reduce wasted budget.
- Set up tracking in Google Tag Manager and Google Analytics 4 to measure enquiries and bookings.
- Increased bookings and the business's visibility in search results.

Zaam Home Services | Landing Page and Google Ads | March 2025

- Built a Next.js landing page designed to turn visitors into phone calls and enquiries.
- Ran Google search campaigns directed to the page and measured results in Google Tag Manager and Google Analytics 4.
- The campaigns achieved a 5X ROAS.

Isahelpers | Website and Google Ads | February 2025

- Built a WordPress website and launched Google search campaigns to bring in new customers.
- Set up tracking in Google Tag Manager and Google Analytics 4 so every booking could be linked to the search that produced it.
- Delivered a positive ROAS and a steady flow of new bookings from search.

Google Ads Specialist | Mavly Digital | February 2025 to December 2025

Remote role with a performance marketing agency serving clients in the United States, Canada and Australia

- Created and managed Google Ads campaigns across Search, Performance Max, Shopping, Display and YouTube for several client accounts at the same time.
- Set up conversion tracking so each account measured the calls, enquiries and sales its ads produced and prepared regular performance reports for clients.
- Restructured one client's campaigns so budget went to the searches that converted. This lowered its advertising costs and added more than 10 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

Google Ads Certification | Google

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

LANGUAGES

English (fluent), Kiswahili (fluent)

REFERENCES

David Omondi, CEO, Mavly Digital

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