ANTONY WAINAINA / NOMMADJ

ANTONY WAINAINA

MARKETING LEADERSHIP | SEO | BRAND & CONTENT STRATEGY

Nairobi, Kenya | info@antonywainaina.com | +254 708 622 733

PROFESSIONAL SUMMARY

Marketing and communications professional leading brand positioning, online visibility, content systems and property campaigns. Experience spans performance marketing, search optimisation, social media and real estate lead generation.

SELECTED STRENGTHS

- Technical SEO, content strategy, local search, AI search visibility
- Brand storytelling, digital campaigns and audience research
- WordPress publishing systems and web analytics
- Social media, video content and real estate promotion

PROFESSIONAL EXPERIENCE

Gazebo Homes Ltd — Chief Marketing Officer

March 2025–Present | Nairobi, Kenya

Joined in marketing and media, subsequently appointed CMO. Leads marketing strategy, search visibility, brand communications and campaign coordination across residential property developments.

Wemark Properties — Digital Marketer

February 2024–February 2025 | Westlands, Nairobi

Worked on property marketing, advertising, listings, buyer-focused content and market research.

Absolute Homes — Chief Information Officer (reported)

Dates to confirm | Mombasa, Kenya

Published biography describes responsibilities in IT operations and digital integration; employment dates require confirmation.

iSoft Cyber Cafe — Cyber Cafe Attendant

November 2019–November 2023 | Nairobi, Kenya

Customer-facing computer services, digital assistance and technical operations.

ENTREPRENEURSHIP & PUBLICATIONS

Maploti — Founded May 2025; real estate technology and buyer information initiative. Other projects: Bukatrav, Nommaly Insurance, Nommatronics and the Nommasana creative initiative. Founding roles and dates to be confirmed individually.

Journalism: Published at Nommadj Journal; featured in a TUKO business interview (20 August 2025).

EDUCATION, TRAINING & CREDENTIALS

Trace Plus: Journalism certificate reported by TUKO (documentary verification pending). KreAfrika/HEVA: Entrepreneurship workshop participation reported and photographed in 2025. ALX: Music production studies reported as in progress in August 2025; latest completion status unconfirmed.

Additional ALX software engineering / virtual assistance, Power Learn Project, CIM and Ajira training appear in a draft professional brief but have not been independently verified; they are excluded from completed qualifications.

FOCUS STATEMENT

Relevant work: property-focused communication, neighbourhood and buyer guides, brand-building campaigns and content strategy.

REFERENCE LINKS

antonywainaina.com/about-me/ • gazebohomes.com/antony-wainaina/ • nommadj.com/

Source information includes the official website, employer profile and published media interview. This CV is a profile-based draft: confirm employment dates, role histories and certificates before external distribution.