



Njoroge Jonathan

Business Development & Automation Expert

Dynamic **Head of Business Development and Strategist** with a specialization in **Marketing Automation and AI Integration**. A problem-solver at heart, I excel in designing and executing growth initiatives that enable businesses to scale effectively and achieve their goals.

Recognized as an entrepreneurial and critical thinker, I bring a unique blend of strategy, innovation, and practical execution to every project.

Contact

Phone

+254 714001342

Email

njoroge.jonathan@artlinkagency.com

Address

1922, 1st North Avenue, Nyahururu Road

Skills

UI/UX

Visual Design

Business Strategy

Storyboards

User Flows

Business Process Mapping

Language

English

Swahili

Experience

2024 – Present

Artlink Agency Limited

CEO & Head of Business Development

Responsibilities

- Provide strategic leadership and foster a culture of innovation, collaboration, and high performance across the agency.
- Build and leverage networks to unlock opportunities and open high-level doors for the team in new markets.
- Drive growth through strategic partnerships and collaborations with private sector, NGOs, and regional stakeholders.
- Oversee financial management with a focus on cashflow sustainability and long-term profitability.

Key Achievements

- Expanded operations and client servicing beyond Kenya into Tanzania, South Africa, Qatar, and the UAE.
- Secured regional partnerships that positioned Artlink Agency as a cross-border communications and marketing partner.

2022 – 2024

Artlink Agency Limited

Digital Strategist

Responsibilities

- Designed and executed integrated marketing campaigns across digital platforms and mainstream media.
- Developed strategy documents, content calendars, production workflows, and distribution schedules for diverse clients.
- Provided insights and direction to ensure creative executions aligned with business objectives and market context.

Key Achievements

- Drove revenue growth from KES 4M to KES 8.3M within 11 months by building performance-focused campaigns.
- Successfully positioned Artlink Agency as a trusted agency partner for both SMEs and corporate clients.



Contact

Phone

+254 714001342

Email

njoroge.jonathan@artlinkagency.com

Address

1922, 1st North Avenue, Nyahururu Road

Skills

UI/UX

Visual Design

Wireframes

Storyboards

User Flows

Process Flows

Language

English

Swahili

2021 – 2022

Mediamax Network Limited

Business Executive and Sales

Responsibilities

- Prospected, pitched, and closed new business by creating tailored proposals and solutions for clients.
- Collaborated with internal teams to design media programs and audience-fit assets for K24 TV and other platforms.
- Developed media plans and schedules to ensure optimized reach and ROI for advertising clients.

Key Achievements

- Generated KES 27M in new revenue for Mediamax through client acquisition and tailored campaign solutions.

2017 – 2021

Crispy Lens Media

Lead Creative (Photographer & Filmmaker)

Responsibilities

- Interpreted client briefs into creative concepts, storyboards, and full production pipelines.
- Directed and executed photo and video shoots, ensuring high-quality creative output from pre- to post-production.
- Delivered visual communication projects across government, corporate, and NGO sectors.

Key Achievements

- Worked on flagship government campaigns including Universal Health Care, Linda Mama, and NHIF, reaching 11M+ people across 5 counties.
- Built a strong reputation as a reliable creative partner, managing projects from ideation to final delivery.

2016 – 2017

Practical Training Centre by KARLO

Junior Horticulturalist

Responsibilities

- Assisted in planning and implementing horticultural production trials, including crop rotation and soil management.
- Monitored plant growth, pests, and diseases while recording data for research and reporting purposes.
- Supported greenhouse and field operations, ensuring adherence to best practices in irrigation, planting, and harvesting.
- Collaborated with senior horticulturalists on training sessions for farmers and students.
- Contributed to the documentation and dissemination of horticultural best practices.

Key Achievements

- Successfully participated in trials that improved crop yields by introducing sustainable farming practices.
- Contributed to training programs that equipped 100+ smallholder farmers with practical knowledge on modern horticulture.
- Gained hands-on expertise in agricultural research, which built a foundation for later work in strategy and problem-solving.



Contact

Phone

+254 714001342

Email

njoroge.jonathan@artlinkagency.com

Address

1922, 1st North Avenue, Nyahururu Road

Skills

UI/UX

Visual Design

Wireframes

Storyboards

User Flows

Process Flows

Language

English

Swahili

Initiatives & Achievements

- **Founder, SeasonedPreneur** – Established a community of growth-minded business owners focused on scaling their ventures and building legacy enterprises through shared knowledge, strategy, and accountability.
- **Co-Founder, Creators Club Africa** – Driving a bold vision to empower 1 billion African creatives to build sustainable businesses doing what they love. Spearheaded programs that provide structure, training, and access to opportunities for creatives across the continent.
- **Strategic Partnerships** – Secured a high-impact collaboration with Zoho Africa, equipping entrepreneurs with automation and systemization tools to prepare their businesses for scale.
- **Workshops & Programs** – Designed and led multiple entrepreneur-focused learning experiences, including:
 1. Value-Based Pricing Workshop
 2. Business Launch Pad Masterclass
 3. Pitch to Win Workshop

Collectively reached 680 entrepreneurs with practical strategies for pricing, growth, and pitching.

- **Community & Media Impact** – Built a thriving ecosystem of over 1,100 entrepreneurs and achieved a media reach of 23,000+ people across multiple platforms, positioning initiatives as thought leaders in business growth and creative entrepreneurship.

Skill and Competencies

Business Strategy & Growth

- Market analysis, opportunity mapping, and competitive positioning
- Designing scalable business models and go-to-market strategies
- Revenue growth planning and pricing strategy

Leadership & Business Development

- Leading cross-functional teams and shaping organizational culture
- Networking, partnerships, and stakeholder engagement
- Negotiation, proposal development, and deal-closing expertise

Marketing, Automation & AI Integration

- Crafting data-driven digital marketing strategies across platforms
- Implementing marketing automation workflows to increase efficiency and ROI
- Leveraging AI for customer insights, campaign optimization, and personalization

Creative Communication & Storytelling

- Strategic brand messaging and narrative design
- AV production, content strategy, and campaign distribution
- Story-led pitches and persuasive communication frameworks

Financial & Operational Management

- Budgeting, forecasting, and cashflow management
- Systems thinking for process optimization and efficiency
- Balancing short-term execution with long-term sustainability

Training & Capacity Building

- Designing and facilitating workshops, masterclasses, and programs
- Mentorship and coaching for entrepreneurs and creatives
- Building communities and ecosystems for shared growth



Contact

Phone

+254 714001342

Email

njoroge.jonathan@artlinkagency.com

Address

1922, 1st North Avenue, Nyahururu Road

Skills

UI/UX

Visual Design

Wireframes

Storyboards

User Flows

Process Flows

Language

English

Swahili

Education

- Strathmore Business School – Advanced Entrepreneurship Program
2023 – 2024
- Kenya Institute of Management (KIM) – Diploma in Business Management
2016 – 2017
- Jomo Kenyatta University of Agriculture & Technology (JKUAT) – BSc. Horticulture
2012 – 2015
- Dedan Kimathi University of Technology – CPA I, II, III (Accounting Foundations)
2011 – 2012

Professional Certificates

- Social Media Marketing – **HubSpot Academy**
- Google SEO & Business Certification – **Google**
- Business Process Mapping – **Zoho Africa**
- CRM Customization – **Zoho Africa**
- Inbound Marketing – **Hubspot Academy**

References

Ms. Jewel Wangari

Director, Regal Solutions

Phone: (+254) 704874396

Email : wangaringash@gmail.com

Mr. Njuguna Macharia

Director, African Debate Academy

Phone: (+254) 707316527

Email : macharia@africandebate.com

Rev. Nick Korir

Visionary, Around Africa on Motorcycle

Phone: (+254) 721995499

Email : korirnick@gmail.com

Dr. Lucy Nganga

Director, Kingdom Precast Solutions

Phone: (+254) 714 732 865