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Top Skills

Start-up Leadership
Online Advertising
Marketing Consulting

Languages

Spanish (Elementary)

Certifications

Digital Skills: Social Media
Fundamentals of digital marketing
Micro 1 Talent
Personality Development Course

Honors-Awards

Writer of the Week
Writer of the Week
TOP QA ACHIEVER
TOP QA ACHIEVER
TOP QA ACHIEVER

Publications

Short Story - Onesmus
Creative Writer and Journalist
Heart Puzzle
Ends,a poem
Five Poems Publication

Johnpaul Simiyu

Marketing Strategy Consultant at GENIE AI
Nairobi County, Kenya

Summary

Published in Egophobia (Romania), Mount Hope Magazine (Roger Williams University), Discretionary Love, and Festival For Poetry, Canada. Made part of the 0.4% of submissions picked by Embrace Our Differences (2023).

Also, published "A Song For The Corpse", out on Amazon now:
<https://www.amazon.com/Song-Corpse-Johnpaul-Simiyu/dp/B0D53TTL1K>

Experience

GENIE AI

1 year 10 months

Marketing Strategy Consultant

September 2026 - Present (1 month)

Ontario, Canada

Product and Strategy Lead

December 2025 - September 2026 (10 months)

Ontario, Canada

My role is to identify where GENIE AI creates durable value, pressure-test it in real-world contexts, and translate those learnings into repeatable products, strategy, and content.

Marketing Coordinator

December 2024 - September 2026 (1 year 10 months)

Ontario, Canada

Toptal

Marketing Expert

August 2026 - Present (2 months)

Kilifi County, Kenya

1. SEO & Search Strategy: I develop and execute SEO strategies spanning technical SEO, information architecture, search intent, content strategy, internal linking, and organic growth.
2. Generative Engine Optimization (GEO): I develop strategies to improve brand visibility, retrieval, and citation across AI-powered search experiences, combining traditional SEO with entity clarity, evidence, authority, and answer-focused content.
3. Content & Search Intelligence: I conduct keyword, topic, competitor, SERP, and content-gap research to identify demand patterns and translate search data into scalable content opportunities.
4. JTBD & Customer Research: I apply Jobs-to-be-Done and market research frameworks to understand customer motivations, switching triggers, desired outcomes, and the functional, social, and emotional jobs behind purchase decisions.
5. Product & Market Strategy: I connect customer insight, search intelligence, and market research to product positioning, messaging, opportunity identification, and growth strategy.

e-Maji-N8tion

Co-Founder/Marketing Strategist

September 2020 - Present (6 years 1 month)

Nakuru, Kenya

We sell books. We love books. And we think more people should have access to them. That's the whole starting point, a small bookshop near Egerton University stocked with affordable novels, children's books, education titles, motivation books, cookbooks and other interesting finds.

But a bookshop is a mechanism, not the whole idea. The larger territory is imagination, the worlds, ideas and possibilities that books open up. We're building toward helping schools create libraries, so that access to those worlds reaches further than our shelves.

NO-BS Marketplace

3 years 6 months

Product Innovation Manager

September 2025 - September 2026 (1 year 1 month)

Delaware, United States

I'm working with the top leadership and the dev team to research and devise AI solutions to solve internal and external bottlenecks.

Newsletter Lead

June 2025 - September 2026 (1 year 4 months)

Delaware, United States

I am responsible for writing and productizing That's Wasserp, an SEO and Marketing newsletter. This includes researching the topics most valuable to readers, building and executing a growth plan and implementing monetization.

Premium/Standard SEO

April 2023 - September 2026 (3 years 6 months)

Delaware, United States

Our all-in-one SEO platform gives you the comprehensive oversight you need to handle all your SEO initiatives, including link building strategies and link building processes that align with the current trends in the digital marketing industry.

Kenyans.co.ke

Creative Writer and Journalist

July 2019 - May 2020 (11 months)

Nairobi Kenya

Education

Egerton University

Bachelor's degree, English Language and Literature/Letters · (2014 - 2018)