

## AMOS MUTURI

Communication professional with over ten years in media with hands on experience in Customer Service, B2B Account Management, Website Content Management, Product Management and Digital marketing

### PERSONAL DATA

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### WORK EXPERIENCE

**Team Leader-  
Customer  
Service**

#### Nation Media Group PLC

- **Oversight:** Managed a team of 4 permanent employees working day shifts and 3 interns working night shifts.
- **Performance Appraisal:** Assisted team with quarterly and annual performance appraisals against KPIs from 2020-2024.
- **Talent Acquisition:** Conducted interviews and recruited over 10 interns and one customer service trainee in collaboration with the HR department over the last four years.
- **Compliance and Risk Management:** Worked with external and internal auditors biannually to audit and mitigate risks in subscription management systems, CRM, ePaper portal, and customer service processes.
- **Executive Support:** Directly supported the CEO, CCO, and CFO within the organization, assisting top leaders with subscription issues.
- **Customer Service Desk Operations:** Collaborated with procurement, finance, and IT to budget for the customer service desk, created shift schedules, and ensured the station was well-stocked to assist clients.
- **Product Management:** Led weekly meetings with developers, platform vendors, and payment gateway providers for three years, monitoring and resolving issues.
- **Operational Efficiency:** Developed solutions (user access guides, FAQs, templates) and recorded training sessions, improving sales and customer service efficiency by 25%.
- **Digital Marketing:** Coordinated the creation of coupon codes, free membership plans, and sales campaign messages, resulting in a 5% monthly increase in individual subscriptions.
- **Reporting:** Generated and shared over seven weekly reports with various stakeholders, including customer service issue reports, product reports, engagement reports, reader revenue reports, subscription reports, escalation reports, and impact reports.
- **Customer Engagement:** Reduced churn by 5% through daily,

weekly, and monthly reminder emails and SMS to expiring and expired subscribers.

- **Customer Satisfaction:** Maintained a happiness rating of over 80% on Zoho Desk and a resolution time of 15 minutes by fostering cross-functional collaboration among customer service, product, and payment gateway teams.
- **Customer Feedback and Validation:** Gathered weekly customer feedback on the product and promptly acted on it with the product and marketing teams.
- **Account Management:** Managed ePaper corporate clients and consistently surpassed targets, which were increased by 30% year-on-year.
- **Product Review:** Utilized Miro Board to identify quick wins and gaps in the ePaper product, creating user acquisition and retention plans that were adopted for developing ePaper 2.0.
- **Feature Testing:** Led the customer service team in testing ePaper and Nation.Africa before launch, and continued to test bug fixes and new features post-launch from 2020-2023.

*(January 2020- April 2024)*

#### Business Executive

##### Nation Media Group PLC

- **Account Management:** surpassed all my ePaper sales targets by more than 10%.
- **B2B content Partnerships:** Onboarded corporate client and generated leads for new corporate accounts for ePaper and content partnership

*(August 2017-to December 2019)*

#### Epaper Support Staff

##### Nation Media Group PLC

- **Customer Service:** Responded to over 40 customer calls daily and resolved 90% of their concerns.
- **Reporting:** Developed timely reports and statistics on user subscriptions and newspaper utilization, managing databases and retrieving data from both app and browser-based versions of digital newspapers.
- **Content Management:** Improved the Daily Nation's tender page by updating and managing content on the Daily Nation website.

*(August 2014 – August 2017)*

#### Syndication Coordinator

##### Nation Media Group PLC

- **Content Management:** Sent daily newsletters to different customers' demographics.
- Uploaded content on Nation's Syndication site, Improved Nation's zuqka, Sport On, MBA vault and N-soko websites by publishing articles and multimedia content.

***(March 2012- August 2014)***

**Web Content Manager**

**Kehdem Media**

- Updated content on Nelive and Yes Africa websites
- Liaised with designers in production of website logos and social media cover pages for Trend Africa website

***(September 2015- February 2017, 100% remote)***

**EDUCATION**

**Masters of Arts in  
Communication**

**University of Nairobi**

September 2017- December 2020

**Bachelors of Arts,  
Linguistics**

**Moi University**

August 2007- December 2011

**Professional Training**

**BBC Media Leaders**

BBC WSBD Coaching Skills for Leaders and Managers, 2023

**Expert Academy, Udemy**

Communication Skills, 2021

**Office Newb, Udemy**

Microsoft Excel- Excel from Beginners to Advanced, 2020

**Georgia Institute of Technology, Coursera**

Speak English Professionally: In Person, Online & On the Phone, 2020

**365 Careers, Udemy**

Beginner to Pro in PowerPoint: Complete PowerPoint Training, 2019

**Udemy**

Sales Training: Practical Sales Techniques, 2019

**CodeStar, Udemy**

The Complete Digital Marketing Course, 2018

**Google Analytics Academy**

Advanced Google Analytics, 2017

2017 Advanced Google Adwords, 2017

**IMSource Academy, Udemy**

Ultimate Search Engine Optimization Mastery Course, 2016

**SKILLS**

- Proficient in Website Management, HTML, CSS, WordPress, and Database Management.
- Able to produce quality work under extreme time pressure and deadlines.
- Expertise in written communication.
- Organized and detail-oriented with a knack for understanding procedures and logistics.
- Strong skills in time management, task prioritization, and meeting deadlines