





# Sharon Nashilu



Sharon Nashilu [Linked In](#)

## Contact

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 Nairobi, Kenya

## Education

- **St. Paul's University**  
*Bachelor of Arts in Communication*  
2023 - Ongoing
- **St. Paul's University**  
*Diploma in Public Relations*  
Completed in 2015
- **Aga Khan High School**  
*Kenya Certificate of Secondary Education*  
Completed in 2012
- **St Elizabeth Academy**  
*Kenya Certificate of Primary Education*  
Completed in 2008

## Certifications

Sophos Certification  
**Sophos Certified Sales Consultant**

Bitdefender Certification  
**Bitdefender Certified Sales Specialist**

Microsoft Certifications  
**Microsoft Azure Fundamentals**

Microsoft Certifications  
**Microsoft Office 365 Specialist**

## Profile

Dedicated and versatile professional with a proven track record in customer relations, public relations, and social media management. A strategic thinker with a passion for cultivating positive client relationships and enhancing brand reputation.

Leveraging a wealth of experience, I excel in delivering exceptional customer service, executing effective PR campaigns, and driving impactful social media strategies.

Thriving in dynamic environments, I bring a unique blend of interpersonal skills, creativity, and strategic insight to contribute to organizational success. Eager to bring my multifaceted expertise to elevate your brand and engage your audience effectively.

## Work Experience

### CREATIVE DIRECTOR - BKG Consulting Africa

*January 2024 - Present*

- **Develop and Implement Creative Vision/Content** - Create a compelling and innovative vision for all creative projects, ensuring alignment with brand identity and goals.
- **Strategic Planning** - Lead the development of creative strategies, including campaign concepts, visual and experiential elements, and messaging across multiple platforms.

### ADMINISTRATION & COMMUNICATION LEAD - St Monica Integrated School

*November 2021 - December 2023*

- Managing administrative processes, including record-keeping, data management, and ensuring compliance with regulatory requirements.
- Collaborating with relevant departments to develop and manage the school's budget, allocating resources efficiently, and monitoring financial transactions.
- Handling aspects of HR, such as staff recruitment, training, and performance evaluation. Managing personnel records and ensuring compliance with employment regulations.
- Serving as a point of contact between different departments, staff, and external stakeholders. Facilitating effective communication channels within the school community.

## Skills

- Excellent customer service skills
- Strong Communication skills
- Administrative skills
- Critical Thinking
- Problem solving skills
- Digital Marketing
- Public relations
- Friendly and Outgoing attitude
- Microsoft Office
- Ability to work in a team
- Adaptability
- Social Media Marketing skills.
- Digital Content & Graphic design skills.

## References

### **Gideon Azinga**

#### **NLS Tech Solutions**

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### **Gatere Kigamwa**

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### **Regina Okello**

#### **NLS Tech Solutions**

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## **DIGITAL MARKETING MANAGER (PART TIME & OUTSOURCED) – Eldama Technologies**

*January 2022 – March 2022*

- Creating and executing comprehensive digital marketing strategies aligned with overall business goals.
- Overseeing social media accounts, creating engaging content, managing social media advertising campaigns, and analyzing performance metrics.
- Ensuring consistent brand representation across all digital channels and campaigns.

## **SALES EXECUTIVE & CUSTOMER SERVICE ASSOCIATE – Simplify IT Ltd**

*2018 – November 2021*

- Actively seeking new business opportunities and converting leads into customers. Developing and maintaining a robust sales pipeline.
- Cultivating and maintaining strong relationships with clients. Ensuring customer satisfaction and loyalty.
- Maintaining a deep understanding of the products or services offered, and effectively communicating their value propositions to potential clients.
- Overseeing the customer support team to ensure timely and effective resolution of customer inquiries, issues, and concerns.
- Collecting and analyzing customer feedback to identify areas for improvement and implementing strategies to enhance customer satisfaction.
- Continuously evaluating and improving customer service processes to streamline operations and enhance efficiency.
- Ensuring clear and effective communication between the customer service team and other departments within the organization.

## **SOCIAL MEDIA MARKETING MANAGER – Simplify IT**

*2018 – November 2021*

- Used various software to track consumer engagement and draw conclusions about user data.
- Managed team of two other members to generate original content and moderate online community members.
- Increased customer engagement through social media.
- Analyzed and reported social media and online marketing campaign results.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Providing timely and helpful responses to customer inquiries or issues raised on social media channels.

## **FRONT DESK/ ADMINISTRATIVE OFFICER – Sageo Technologies**

*2013 – 2016*

- Greeting and welcoming visitors, clients, and employees as they arrive at the office. Providing a positive and professional first impression.
- Answering phone calls, directing calls to the appropriate individuals, and responding to or forwarding emails.
- Coordinating and scheduling appointments, meetings, and conference room bookings.