

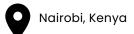
# Sharon Nashilu

Sharon Nashilu <u>Linked</u> In

### **C** Contact







#### **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
- Adaptdability
- Social Media Marketing skills.
- Digital Content & Graphic design skills.



#### References

## Gideon Azinga NLS Tech Solutions

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Email: gatere.kigamwa@asygma.tech

# Regina Okello NLS Tech Solutions

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Email: reginavalentine0920@gmail.com

# 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.