

GLADYS NYAMBURA MWANGI

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PROFILE SUMMARY

A well rounded and detail oriented professional with experience and knowledge in office administration, marketing and customer service. I have excelled in areas such as marketing and brand management, writing, event organization, tax deductions and tourism management. In addition, I have also demonstrated success in; improving efficiency in the filing method and ensuring the director is updated on the daily progress of the establishment when he is not in. Being a highly passionate professional with the ability to motivate employees towards better service delivery and ensuring all my roles are executed with accuracy. My goal is to advance my career in Office Administration, customer service and Communication.

PERSONAL DETAILS

Year of birth: 16th May 1992

Languages: Fluent in English and Swahili

EDUCATION

- **Bachelor of Arts (Tourism and Communication)-** University of Nairobi; 2012- 2016.
- **Professional Techniques in Tour Operations (PTTO)-** Air Travel & Related Studies Centre; March 2014- Dec 2014.
- **Certified Public Accountant (Section 1)-** Success Professional Institute; March to December 2014
- **Kenya Certificate of Secondary Education-** Kabare Girls High School; 2007-2010.

AREA OF EXPERTISE

- Customer service.
- Sales and Marketing Strategy.
- Client Acquisition and Management.
- Profit driven and have a track record of achieving my given targets.
- Client Relationship Management.
- Offer great Technical Skills to customers.
- Business Acumen and Market Intelligence Expertise.
- Brand Awareness for Targeted Markets Segments.
- Ability to network with prospect customers.
- Offers Team work and ability to work with others.

KEY SKILLS AND COMPETENCIES ACQUIRED

- **Accounting and Finance skills:** Experience in handling roles in accounting and finance for example tax deductions, payroll management, navigating the quick books accounting software and budgetary planning. Did a CPA certification section 1.
- **Office Administration:** Capacity and experience in handling administrative roles for example filing, responding to queries from customers, supervising staff, dealing with suppliers and managing the office calendar

- **Tourism:** Gained knowledge on tourism management, professional techniques in tour operations and air travel.
- **Marketing and Brand Management:** Excellent in driving sales and achieving sales targets. Experienced in rebranding of a website. I have successfully demonstrated my writing prowess which has been successful in driving traffic in our company blog.
- **Event Organization:** Ability and experience in organizing, executing and managing company seminars and events and ensuring they run smoothly
- **Customer Service:** Experience in handling customer needs with the ability to improve customer satisfaction and hence increase their loyalty.
- **Communication:** Acquired knowledge in effective communication techniques which have gone a long way in ensuring that I know how to relate with different clients and audiences and how to write in a way that appeals to the emotions of all people who read my content.
- **Report writing:** Highly skilled in compiling and preparing reports ensuring that all data and relevant information is captured in the document.
- **Organization and Flexibility:** Efficiency and accuracy in managing multiple functions solving problems maintaining confidentiality and producing quality work.
- **Analytical skills/ Problem solving:** Capacity to analyze, assess and calculate the risks involved and finding solutions by using logical reasoning.
- **ICT competence-** Proficient in Microsoft Office Word, Excel and Power Point. Experience in using the ERP software.

WORK HISTORY

Finance and Administration

Sereni Fries Ltd; January 2016 to date

Duties and Responsibilities

Marketing roles

- Marketing and coordination of sales at Sereni Fries Ltd. Acting as the link between the client and the company, listening and solving clients complain and making sure they are up to date on any changes made.
- Achieved and exceeded the sales targets for 2018 and 2019. In 2018 I facilitated opening a new branch in Nakuru and brought in new clients hitting the expected targets by the end of the year.
- Coordinating print, arranging and developing presentations to communicate key messaging and initiatives to targeted group.
- Assisted in creating and updating new company blog and helping to establish and strengthen Sereni Fries LTD social media presence.
- Assisting in the comprehensive redesign of Sereni Fries website and realizing an increase in web traffic.
- Demonstrating outstanding verbal and written communication skills while thriving in deadline driven, fast-paced environments.
- Charged with branding and marketing of services.

Administration roles

- Providing administrative support in areas such as calendar management and travel coordination.
- Filling, recording and updating of suppliers and clients files.
- Responding to queries (phone calls and emails) according to set procedure.
- Sourcing and purchasing of office supplies.
- Gathered statistical information about clients and purchases, and created reports for owner.
- Confidentially handled business tax information, legal documents, and customer information.
- Drafted invoices for vendors and past-due letters for customers.
- Supervised support and office staff.

Finance roles

- Prepared NHIF, NSSF, KRA, payroll and Rent invoices for payments before deadline.
- Used ERP Software (Enterprise Resource Planning) to collect, store, manage and interpret data to help in purchasing, marketing and inventory management.
- Create Quick books for daily accounting.

Key Achievements

- Successfully introduced a better and more efficient filing method that demonstrated accuracy and ensured accountability.
- Developed a way to update the daily progress of the establishment to the director when he is away.

Marketer and Administrator

Maasai Africa Safaris; February to December 2015

Duties and Responsibilities

- Planned and sold transportation, accommodations, insurance and other travel services
- Cooperated with clients to determine their needs and advise them appropriate destination, modes of transportation, travel dates, costs and accommodations
- Provided relevant information, brochures and publications (guides, local customs, maps, regulations, events etc) to travelers
- Booked transportation, made hotel reservations and collected payment/fees
- Used promotional techniques and prepared promotional materials to sell itinerary tour packages
- Dealt with occurring travel problems, complaints or refunds
- Attended travel seminars to remain updated with tourism trends
- Entered data into required software and maintained client files
- Networked with tour operators
- Maintained statistical and financial records and also met profit and sales targets.

Intern

Pioneers FSA; January to May 2013

Duties and Responsibilities

- Was charged with the entry of Data into the system.
- Supported in front office management and welcoming of customers into the establishment.
- Improved customer relations by ensuring they were well served and catered to.
- Prepared and submitted reports to my supervisor.
- Researched and retrieved requested data

HOBBIES AND INTERESTS

- Participating in community service, reading and networking.

REFEREES

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