



# Gloria Kinyanjui

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# About Me

I am an efficient and confident Communications professional with demonstrated experience in the logistics and technology industry. My experience helped me develop expert knowledge of business management, sales, client and account management. I am highly motivated to continue learning and improving my craft.

# Experience & Education

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2023

## RESEARCH ASSISTANT/COMMUNICATIONS

### CDS INTERNATIONAL- KENYA (VOLUNTEER)

Research work, proposal/report writing, fundraising, administrative duties

2016

## COMMUNICATIONS AND MARKETING

### RIVERCROSS TRACKING LIMITED

Digital Marketing, content creation, administration, customer relations, tender management, business analysis and research, branding, corporate communications

2016

## ACCOUNT EXECUTIVE/MARKETING

### RIVERCROSS TRACKING LIMITED

Responsible for all sales activities in the area, from lead generation to closing. Works closely with sales and support teams to foster high customer satisfaction and generate profit.

Managed key accounts in Mombasa and coordinated with Operations team to boost customer loyalty.

## BACHELOR'S DEGREE IN COMMUNICATION, MAJOR IN PUBLIC RELATIONS

### Daystar University, Kenya

Graduated with Upper second class distinction

WHAT I CAN DO

# Skills & Proficiencies

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## MARKETING AND COMMUNICATIONS

Account management



Strategic and Social selling



## DATA ANALYSIS

Proficient in Customer Relationship Management software



## ADMINISTRATION AND PROJECT MANAGEMENT

## Sample Work



### Project Implementation

I implemented and planned the tender processes for key target accounts. Successful onboarding and contract implementation, increased revenue of 15% yearly.



### Content production

I successfully boosted content across website and social media platforms increasing annual sales by 10% year over year. Implementation of monthly newsletters and email marketing



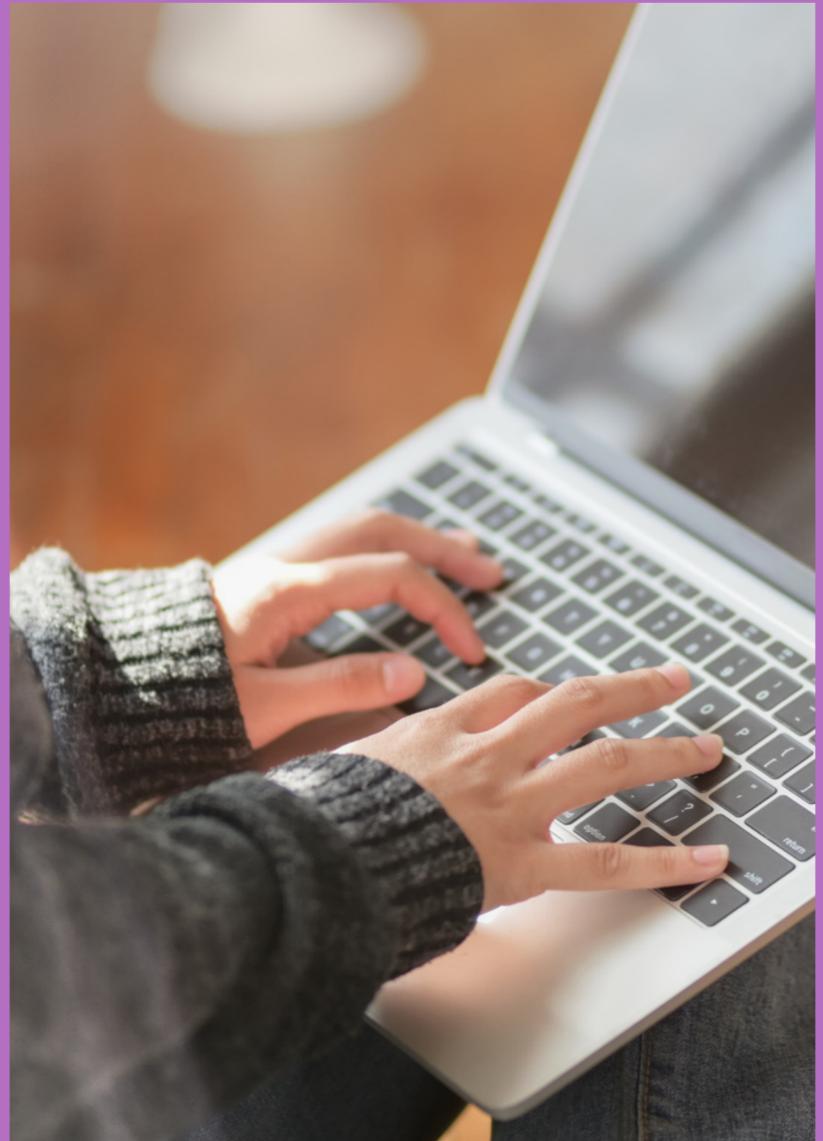
### Website Design

I led the team for website redesign to grow traffic and awareness base by 20%.

"I am glad to have worked with her over the years. She is intelligent, kind and she can balance multiple responsibilities at once. Any organization would be lucky to have her."

**Agnes Maingi**

DEPARTMENT HEAD, RIVERCROSS TRACKING LTD



# Reach out

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Link to published work on Company Website: <https://www.rivercrosstracking.com/blog-1>

**Sample Article:**

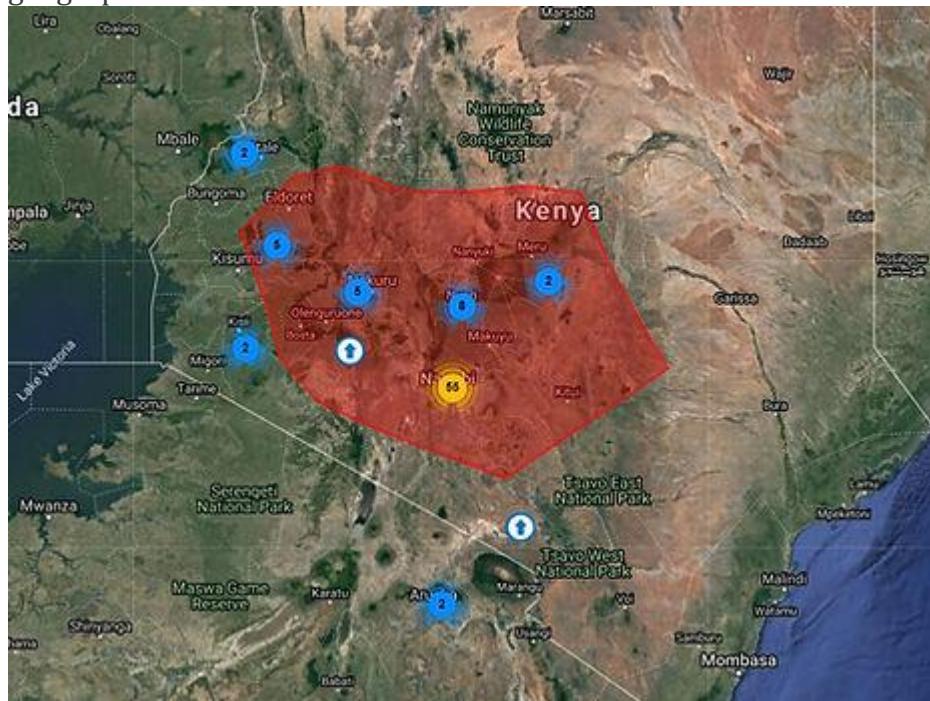
## The New Normal; Using Fleet Management Technology

Businesses are finding it tough to maintain a steady revenue as they cut down on certain activities to avoid the transmission of the COVID-19. Many businesses have found themselves having to navigate continuing “business as normal”. At this juncture however, features of a fleet management solution can be used wisely to help conduct jobs safely efficiently, and make a strong financial foundation for the future.

With the current increase in fuel costs and the increasing need to monitor vehicle movement, there are a number of ways that GPS tracking technology and its features can be a helpful tool for your entire fleet operation.

### Analyze with Geofences

A geofence is a virtual fence or perimeter created using mapping software that allows the user to draw over the desired geographic area. These geofences once created, support reporting and real-time alerts. If there has been a reported COVID-19 case in a certain commercial building, fleet managers can create a geofence around that area, labelling it as a geographic location that drivers should not enter.



If a driver does cross into or leave that area, a supervisor can be alerted almost instantly so immediate action can be taken. This could be a great help for the employees and community as a whole in terms of contact tracing if necessary.

### **Reports**

A key feature in the fleet management system is the ability to select multiple vehicles that you want to generate specific reports for. There is a choice to have multiple selections allowing you generate reports for the selected vehicles or for all vehicles.

This capability allows you to look back at historical reports and analyze which drivers have been to specific areas ensuring employee's safety while accomplishing business' goals.

### **Route replay**



You can check the route history to track where drivers and technicians have been. In the event that an employee has potentially been exposed to COVID-19 or is symptomatic, for example, you can replay the route to see what geographic areas they recently visited, the specific stops made and length of each stop, all to aid in contact tracing if necessary.

**Link to article; <https://www.rivercrosstracking.com/post/the-new-normal-using-fleet-management-technology>**

## **Preventive Maintenance for your fleet.**

Proper fleet maintenance can help you get more out of every aspect of your business as well as prevent unnecessary hits to your bottom line. The shelf life of your vehicles depends on repairs being done properly as well as on how timely they are done. Being able to have an overview of where things are serves as a great way to avoid unnecessary costs. But first, you need to establish and document the state of your vehicles in the present, then incorporate GPS technology that reports daily on the vehicle diagnostics. Consider this as a form of preventive maintenance, where we assist you lessen the likelihood of your vehicle breaking down unexpectedly and the losses thereafter.

RiverCross GPS tracking keeps you well-informed with data that is automatically recorded for the purpose of troubleshooting; which comes in handy when you are trying to debug a problem and exactly what occurred at a point in time. To make sure you get the most out of your purchase, you need to focus and maximize on what the system has to offer.

Fleet preventive maintenance involves a regular, routine check and scheduling to keep the fleet up and running, preventing any unplanned downtime and expensive costs. The following can help when looking to improve your maintenance scheduling;

**Create a Service Schedule.** You need to be proactive to the needs of your fleet. Vehicle breakdowns for example, are preventable and waiting for them to happen can be quite costly.

The screenshot shows a software interface with a dark header bar containing 'DRIVERS', 'SETTINGS', and 'SUPPORT' buttons. Below this is a modal dialog box titled 'Schedule Service'. The dialog contains the following fields:

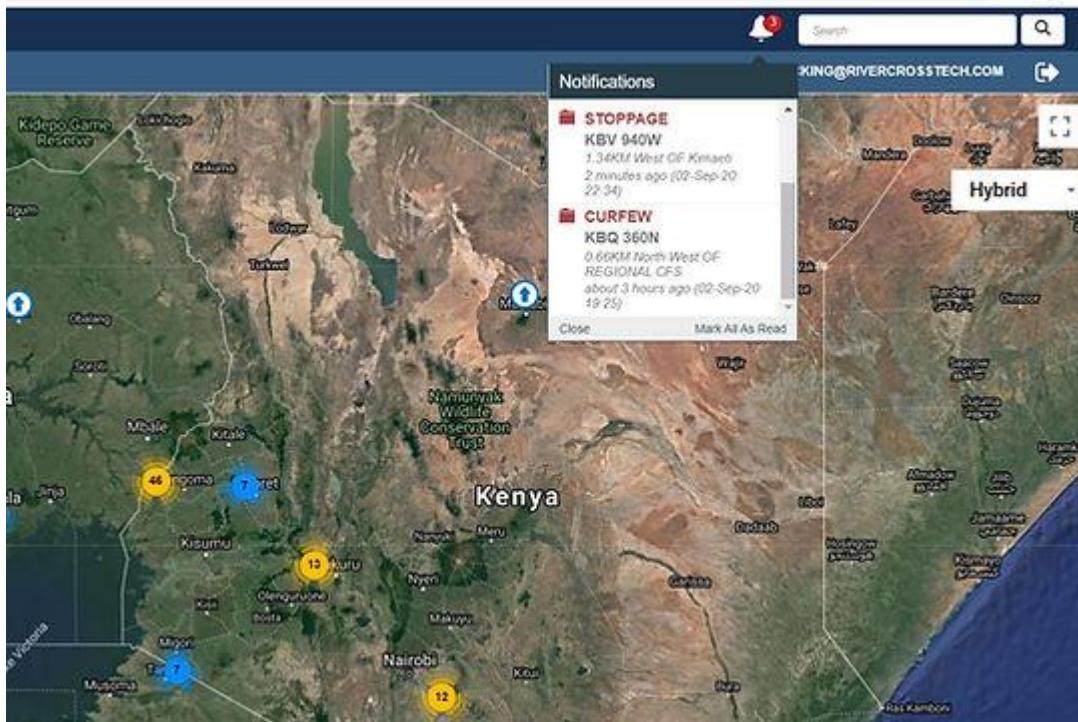
- Reg No:** KCW 427X
- Service Name:** SELECT ONE
- Counter:** KMS
- Counter Value:** (empty input field)
- Last Service Odo:** (empty input field)
- Last Service Date:** (empty input field with a calendar icon)
- Send Alerts To:** (text area with placeholder 'Enter one email address per line')

At the bottom right of the dialog are 'Cancel' and 'Save' buttons.

When maintaining the vehicles in your fleet, you need solutions that are able to be flexible, affordable and full of features that help you handle maintenance with ease. [RiverCross' Watchtower service](#) incorporates both fleet management tools and manpower to help you schedule check-ups and maintenance not only in advance but also during an occurrence. Its countrywide presence ensures quick response to assistance with vehicle breakdowns, jumpstarts, flat tires, fuel delivery, towing among other services.

**Identify and document trends.** Tracking metrics like fuel used, miles driven, time spent on the road and vehicle history has made it easier for vehicle owners and managers. They no longer have to manually schedule maintenance; which has become a timely feature with the current Covid 19 Pandemic. Using these features assists you identify issues immediately and follow up on completed repairs remotely.

**Monitor Usage.** A proper GPS tracking system should allow you monitor your drivers' every step. The RiverCross' **Driver management service**, hence can be used to achieve preventive maintenance.



It allows you monitor daily wear and tear on the vehicle and routes taken to determine when to schedule the next maintenance. You can use the system to trigger an alert and send to fleet managers to remind them when to schedule maintenance. Such a preventive measure allows you budget and prepare for your future expenses. As a fleet owner, your vehicles are your biggest asset.

On more information about fleet maintenance, consult with our **experts** on how you can save time and money with our **Watchtower Service** and GPS Tracking services.

**Link to article:** <https://www.rivercrosstracking.com/post/preventive-maintenance-for-your-fleet>