

JOYCE KIMAIYO

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PROFILE

A Communication and Public Relation student at Maasai Mara University dedicated to learning and developing skills in digital/online branding, digital marketing and online image management of the organization. Equipped with skills in keyword optimization, Search Engine Optimization (SEO) web writing, email marketing, Digital marketing and with ability to meet company goals by utilizing consistent and organized practices. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand.

EDUCATION

MAASAI MARA UNIVERSITY

Bachelor of arts in Communication and Public Relations

Expected graduation: December 2022

Relevant coursework: Copy writing, Writing for Public Relations, Corporate advertising, Corporate Communication, Public speaking, communication skills and Psychology of communication

Metkei Girls High School

Kenya Certificate of Secondary Education

2013-2016

Mean Grade: B+

SKILLS

Search Engine Optimization: Keyword Targeting, writing meta description, external and internal linking and technical Search Engine Optimization.

Microsoft Office: Proficient in Word, Excel and PowerPoint.

Graphic design: Proficient in logo making, Poster design, web design and brochure designing.

Web design: proficient in HyperText Markup Language(HTML) and Cascading Styling Sheet(CSS) computing languages essential for web design.

CERTIFICATIONS

Certification in Search Engine Optimization (2021) from HubSpot Academy (Online course)

Certification in introduction to digital journalism (2022) from Reuters in partnership with Metaverse. (Online course)

Certificate of participation in PRSK Bootcamp (2018) from Public Relation Society of Kenya (Mount Kenya University)

HOBBIES & INTERESTS

Writing: I write articles for my blog and I am writing two books hoping to publish.

Reading: My goal of reading 52 books in 52 weeks is $\frac{3}{4}$ accomplished

Travelling