

# YVONNE ATIENO OKOTH

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## PROFESSIONAL SUMMARY

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Proactive and detail-oriented Virtual Assistant with expertise in high-level administrative support, complex schedule management, and seamless operations. Skilled in handling confidential information, coordinating travel, and conducting research to drive data-based decisions. Proven ability to streamline processes, provide excellent customer service, and enhance team efficiency. Proficient in MS Office Suite and Google Workspace, dedicated to boosting productivity through technology. Passionate about supporting sustainability initiatives and fostering positive social outcomes. Highly seeking opportunities to contribute to a forward-thinking organization.

## PROFESSIONAL SKILLS

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- **Time Management:** Effectively prioritizes tasks to ensure deadlines are met while maintaining high-quality results.
- **Attention to Detail:** Pays meticulous attention to details to avoid errors and enhance accuracy in all administrative and project tasks.
- **Customer Service:** Excels at engaging with clients courteously and professionally, ensuring a positive and satisfying customer experience.
- **Multitasking:** Demonstrates the ability to handle multiple tasks simultaneously without compromising efficiency or accuracy.
- **Communication:** Skilled in both written and verbal communication, enabling clear, concise, and effective interactions with team members and clients.
- **Calendar and Email Management:** Expert at organizing schedules and inboxes, ensuring appointments are coordinated and emails are responded to promptly.
- **Document Preparation:** Proficient in preparing, formatting, and editing documents to support business processes and maintain high standards.
- **Problem-Solving:** Capable of identifying challenges and implementing creative solutions to support smooth and efficient operations.
- **Tech-Savvy:** Proficient in a range of software, including MS Office Suite and Google Workspace, to streamline tasks and improve productivity.
- **Adaptability:** Quickly adjusts to changing demands and new tools or software, ensuring continuous improvement and responsiveness in a fast-paced environment.

## PROFESSIONAL EXPERIENCE

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### Freelancer / Upwork

#### Virtual Assistant

2024 – present

- Managed complex calendars, scheduling appointments, meetings, and reminders to ensure efficient use of time for clients.
- Coordinated travel arrangements, including booking flights, accommodations, and transport, ensuring cost-effective and seamless travel experiences.
- Provided high-level administrative support, including email management, data entry, and document preparation, contributing to streamlined operations.
- Developed and implemented filing systems and processes, ensuring secure document storage and easy retrieval.
- Communicated effectively with clients and team members through various channels, maintaining transparency and fostering collaboration.

### Kenya Institute of Mass Communication

#### PSIP Intern - Hospitality Department

Nairobi, Kenya

Apr 2024 – Present

- Managed complex calendars, scheduling appointments, meetings, and reminders to ensure efficient use of time for clients.
- Coordinated travel arrangements, including booking flights, accommodations, and transport, ensuring cost-effective and seamless travel experiences.
- Provided high-level administrative support, including email management, data entry, and document preparation, contributing to streamlined operations.
- Developed and implemented filing systems and processes, ensuring secure document storage and easy retrieval.
- Communicated effectively with clients and team members through various channels, maintaining transparency and fostering collaboration.

**Oriflames Company Kenya**  
**Field Marketer**

**Nairobi County**  
**December 2019 – April 2022**

- Conducted market research and analysis, identifying consumer needs and competitive strategies to improve sales.
- Developed and executed targeted social media marketing campaigns, increasing brand visibility and engagement.
- Managed customer relationships, providing tailored solutions to drive product sales and improve customer loyalty.
- Evaluated distribution channels and recommended optimizations, resulting in cost-effective strategies and increased reach.
- Collaborated with team members to develop marketing strategies and enhance brand positioning.
- Generated detailed reports on market trends and competitor offerings, supporting decision-making processes.

**Civil Registration**  
**Data Entry Clerk**

**Nairobi County**  
**May – August 2019**

- Processed large volumes of data accurately and efficiently, ensuring compliance with regulatory standards.
- Verified data entry for consistency and accuracy, correcting discrepancies and maintaining data integrity.
- Organized and managed physical and digital records, ensuring secure access and timely retrieval.
- Assisted in compiling and transmitting data electronically, improving data sharing and communication across teams.
- Coordinated communication with applicants to ensure accurate and complete submissions of forms.
- Enhanced workflow efficiency by streamlining data entry procedures and minimizing errors.

**Kenya Revenue Authority**  
**Industrial Attachment**

**Thika Branch**  
**May – July 2017**

- Supported administrative operations by managing documents and assisting with compliance-related tasks.
- Assisted in tax document processing, ensuring timely and accurate data entry and record-keeping.
- Provided clerical support to senior staff, contributing to enhanced team collaboration and operational efficiency.
- Helped coordinate the internal filing system, improving document accessibility and office organization.
- Monitored regulatory compliance to ensure all procedures met organizational standards.

## **EDUCATION BACKGROUND**

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**Jaramogi Oginga Odinga University of Science and Technology**  
**Bachelor of Science in International Tourism Management**

**Nairobi, Kenya**  
**2015 – 2018**

- Contributed to group projects and research, applying theoretical knowledge of tourism management to practical scenarios and promoting sustainable tourism practices.

**Mahiga Girls Secondary School**  
**Kenya Certificate of Secondary Education**

**2010 – 2013**

- Demonstrated strong academic performance, achieving excellent results in core subjects that laid the foundation for further studies in tourism and management.

## **CERTIFICATIONS**

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**ALX Africa**  
**Virtual Assistant Certification**

**Nairobi, Kenya**  
**2024**

- Mastered key virtual assistant skills, including time management, communication, and administrative support, making me highly effective in supporting remote teams.

**ALX Africa**  
**Artificial Intelligence Career essentials**

**Nairobi, Kenya**  
**2024**

- Mastered key virtual assistant skills, including time management, communication, and administrative support, making me highly effective in supporting remote teams.

**Thika Superhighway College**  
**Certificate in Computer Application Packages**

**2024**

- Mastered key virtual assistant skills, including time management, communication, and administrative support, making me highly effective in supporting remote teams.

## ADDITIONAL INFORMATION

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- Completed the SUS - TOUR Community-Based Tourism Modules as part of the Ecotourism Kenya Leadership and Mentorship Program (2018), gaining expertise in sustainable tourism practices and community-based initiatives.
- Assisted with tax document processing and compliance tasks during my Industrial Attachment at Kenya Revenue Authority, Thika Branch (May-Jul 2017), ensuring accurate record-keeping and operational efficiency.
- Attended a training with the Ministry of East African Affairs, Commerce and Tourism at the Kenya Institute of Business Training (2014), strengthening knowledge of regional integration and tourism's impact on economic growth.

## HOBBIES AND INTEREST

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- **Traveling:** I enjoy exploring new places, learning about different cultures, and expanding my worldview through travel experiences.
- **Community Work:** I am passionate about volunteering and contributing to local community projects that promote social welfare and environmental sustainability.
- **Socializing:** I value spending time with friends and family, building strong relationships, and learning from diverse perspectives.
- **Reading:** I am an avid reader, especially of educational and self-development books, to continuously enhance my knowledge and skills.
- **Cooking and Baking:** I find joy in experimenting with new recipes, which helps me unwind and express my creativity in the kitchen.
- **Listening to Music:** I enjoy listening to music as a way to relax, inspire creativity, and connect with different emotions and moods.

## REFEREES

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Mrs. Elizabeth Moyo  
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Revenue Authority  
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