

MILLICENT MAGADI

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1.1 SUMMARY

Strategic-thinking business innovative experienced in overcoming challenging situations, innovating business solutions, trend analysis and forecasts and management in multi-disciplined and quality-oriented teams.

1.2 EDUCATION

1.2.2 SEPTEMBER 2014 – NOVEMBER 2018

BACHELOR OF BUSINESS INFORMATION TECHNOLOGY, TAITA TAVETA UNIVERSITY

- Second Class Honors - Upper Division

1.2.3 NOVEMBER 2015

INTEL SHE WILL CONNECT PROGRAMME, INTEL- TAITA TAVETA UNIVERSITY

1.2.4 JANUARY 2014 - APRIL 2014

COMPUTER SOFTWARE'S APPLICATION PACKAGES, HIGH HILLS COMPUTER TRAINING

2.1 WORK EXPERIENCE

2.1.1 JUNE 2022 - DECEMBER 2022

MARKETING AND CONTENT PRODUCTION, RADIO LEGION KE

Responsibilities

- Conducted market research within the youth demographic and came up with content that resonated with the population leading to a rise in listener statistic.
- Oversaw the planning and execution of radio content and ensured the implementation of strategic content to help with the growth of the organization's overall listeners.
- Aided in the design of marketing content for brands partnering with the radio station to ensure they are up to par with industry trends.
- Ensured to keep up with industry trends to help the station's growth.
- Performed risk assessments and evaluated the risks noted. Implemented solutions to help avert the risks noted.
- Collaborated with photographers and videographers in the production of digital material like videos and photos for promotional content.

2.1.2 JANUARY 2022– JUNE 2022

MARKETING AND PUBLIC RELATIONS, BALOZI HOSPITAL

Responsibilities

- Conducted market research within the Nairobi region and actively participated in questioning 2000+ patients. Used the data collected to implement new policies and marketing strategies that helped increase the number of patients by 10%.
- Organized an outreach clinic and promoted specialized clinics reaching over 1500 people within the hospitals location.
- Reached 20 health facilities within the Nairobi Region and spearheaded partnership activities. Collaborated with other hospital's management and key medical leaders in strategic partnerships.
- Monitored the progress of the various policy changes and over a span of four months and noted a 15% increase in the outpatient unit.
- Scheduled 35 digital media ads per week to improve marketing initiative. Organized marketing props within the Nairobi Region to increase public awareness. The company recorded a 10% increase in its inpatient unit and other procedures
- Sought accreditation from five insurance organization increasing the range of patients the organization could treat.
- Delving into the performance metrics and the quality of services provided by the hospital

2.1.3 SEPTEMBER 2018 – NOVEMBER 2021

OPERATIONS OFFICER, TSAVOWRITE MEDIA GROUP

Responsibilities

- Led a team of 8 employees and 15 freelancers in the inauguration of client products and promotions of SME brands. Increased awareness of the brands we worked with increasing sales by 7%
- Worked with 100+ SMEs within the Taita Taveta Region helping them improve their digital presence and create brand identities to enhance digital commerce
- Organized sales and promotional campaigns of the brands we worked with ensuring public awareness. Led the sales team to various locations ensuring promoting the different brands and building relationships with potential clientele.
- Assisted in the writing of the employee handbook and updated policies and standard operating procedures. Minimized miscommunication within teams, and ensured continuous improvements of services rendered to customers.
- Conducted market research within Taita Taveta County. Used the data collected to implement new marketing strategies for the organization and helped increase range of clientele by 21%

- Used market data and trends in advising clientele on the creation of digital commerce and performance and increased businesses digital performance by 11% . Increased customer satisfaction.
- Collaborated with photographers and videographers in the production of digital material like videos and photos for promotional content.
- Performed risk assessments and evaluated the risks noted. Implemented solutions to help avert the risks noted.
- Resource mobilization, monitoring and evaluation of project needs, requirements and achievements to ensure smooth running of operations within the organization. Conducted in-depth reviews of project tasks determined process improvements for better customer experiences.
- Represented company to vendors, municipal customers and other external stakeholders across county lines.
- Controlled daily business operations by devising and deploying short and long-range strategies to grow profitability and accomplish objectives. Also handled all internal and external communications, improving public relations by 17%.

2.1.4 JUNE 2017 – AUGUST 2017

IT ASSISTANT – TAVEVO WATER AND SEWERAGE COMPANY

Responsibilities

- Installed and upgraded computer systems within the organization improving efficiency by 18%
- Responded to an average of 15 technical calls each day. Provided each of them with advice on how to repair or work with the software and increased employee efficiency and effectiveness
- Provided technical support to end users
- Enhanced IT systems through system upgrades and by lending assessment and management services
- Troubleshooted the organizations network ensuring communications lines were open at all times and increased organization's efficiency
- Web programming using HTML, CSS, and WordPress. Enhanced the performance of the organizations website and improved user experience increasing customer satisfaction
- Bash scripting and Linux configuration and management

3. OTHER TASKS

3.1 Volunteer – Kenya Red Cross – Taita Taveta Chapter

- Worked with marginalized persons in Taita Taveta County educating them on the importance of education
- Held health campaigns and provided people with information on their rights to public health

- Led sensitization on environmental health and organized community clean-ups and meetings in areas around Voi, Wundanyi, and Mwatate.
- Participated in Sex Education Forums and Sex offenses Sensitization meetings in public schools, i.e., Primary and Secondary schools and colleges as well.
- Educated youths on Gender and Reproductive Health as well as Gender and Sexual Violence in society

3.2 Safety Marshall- WRC Safari Rally

- Collected data from my allocated box and relayed it to the stage commander
- Ensured the Safety of drivers, marshals and spectators through eliminating any risk factors
- Advised spectators on the right protocols and measures to be followed during the rally
- Reported incidents that occurred while stage was live and took appropriate measures to mitigate issues

3.3 Participant - MUHURI & Media Council of Kenya Forum - Safeguarding Democratic Space in Kenya (SADES-K)

- Discussed ways human rights stories can be told appropriately
- Worked on strategies to help the media and Human Rights Activists work together to ensure human rights are not violated.
- Came up with policies and ways that will enable Human Rights Activists work easily with the public and help them create a rapport with communities

3.4 Covid-19 Incidence Monitor – Kenya National Commission on Human Rights (KNCHR)

- Monitored and evaluated incidences of human rights violations within the Ruai- Kamulu region
- Data collection and reporting of any incidences noted within the Ruai region to the commission

4. TECHNICAL SKILLS

Project and Program Management - Taita Taveta University

Microsoft Office Package software – High Hills Computer Training

Strategic & Analytical thinking – Taita Taveta University

Agile and Waterfall Methodologies - Taita Taveta University

Web programming (HTML, CSS, JavaScript) – Taita Taveta University & freecodecamp

Trello & Miro Software

Business Development & Strategic Marketing Analysis - Taita Taveta University

System Analysis and Design - Taita Taveta University

Solution Architecture - Taita Taveta University

Scripting - Python, Bash, Shell

Business Analysis (Tableau and Microsoft Excel)

5. LANGUAGES

English – Fluent

Swahili – Fluent

French – Basic