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Professional Summary

Versatile and detail-driven professional with 6+ years of experience in Public Relations, Client Relations, and Customer Service; 3 years in Social Media Management; and 1 year as a Virtual Assistant. Trained in Data Analysis with strong skills in data cleaning, visualization, and reporting. Adept at leveraging analytics to optimize marketing strategies and improve operational workflows. Recognized for strong communication, problem-solving, and time management skills, with a proven ability to boost engagement, customer satisfaction, and brand visibility.

Core Skills

- Public Relations & Client Management – Media relations, press release drafting, event coordination
- Customer Service Excellence – Multi-channel support, high-resolution rates, client satisfaction
- Social Media Strategy & Management – Facebook, Instagram, LinkedIn, Twitter
- Data Analysis & Reporting – SQL, Python (Pandas, NumPy, Seaborn), Tableau, Power BI, Excel, R, Google Data Studio
- Virtual Assistance – Calendar/email management, travel arrangements, CRM tools
- Administrative Support – File organization, documentation, invoicing, expense tracking
- Software & Tools – Google Workspace, Microsoft Office, Social media schedulers, CRM platforms

Professional Experience

Virtual Assistant (Freelance) | 2023 – Present

- Managed executive calendars, email triage, and scheduling, improving workflow efficiency.
- Coordinated travel and vendor communications, processed invoices, and tracked expenses.
- Organized and maintained project documentation systems for accessibility.

Social Media Manager / PR & Customer Service Specialist | 2019 – 2023

- Developed and executed targeted social media campaigns, increasing engagement significantly.

- Monitored brand reputation, responded to customer inquiries, and resolved issues promptly.

- Created monthly content calendars, analytics reports, and optimization strategies.

- Collaborated with PR teams on media outreach and press release distribution.

Public Relations & Customer Service Officer | 2016 – 2019

- Acted as liaison between clients, media outlets, and internal teams.

- Managed high-volume customer inquiries with a strong resolution rate.

- Drafted press materials and coordinated events to enhance brand visibility.

Other Roles:

- Online Writer – Upwork.com (content writing, research projects).

- Front Desk – Smiles Dental (2018 – 2020).

- Sales & Marketing – Cadbury.

- Insurance Agent / Front Office – Silver Guard Insurance Agency.

Projects

- Exploratory Data Analysis on Customer Sales Data – Used Python and Tableau to extract insights and improve sales strategies.

- Market Research Survey Analysis – Conducted descriptive analysis using Excel and created visual reports.

- Developed tools including currency converters, QR code generators, file organizers, and economic analysis dashboards.

Certifications

- Introduction to Data Science – Cisco Networking Academy

- Data Analytics Essentials – Cisco Networking Academy

Education

- Diploma in Public Relations – East Africa Institute of Business Studies

- Kenya Certificate of Secondary Education – Kambaa Girls' High School