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**GICHOGU MACHARIA**

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**PERSONAL PROFILE**

Versatile, innovative, and goal-oriented Strategic Management graduate with a strong foundation in programming and content creation. Experienced in team collaboration, community development projects, and utilizing IT tools to solve complex problems. Committed to transparency, teamwork, and operational excellence. Seeking to leverage my skills and knowledge to pursue a positive and rewarding career.

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**SKILLS**

- **Technical Skills:** Python, Web Design, SQL, Excel
  - **Data Analysis:** Data Collection, Data Interpretation, Report Preparation
  - **Soft Skills:** Problem Solving, Team Collaboration, Creativity, Critical Thinking, Communication
  - **Content Creation:** Scriptwriting, Video and Audio Editing, Social Media Management
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**WORK EXPERIENCE****Women Enterprise Fund**

*Monitoring and Evaluation Attachee*

*June 2022 - September 2022*

- Collected and organized raw data, ensuring data integrity.
- Analyzed and interpreted data using Excel.
- Assisted in report preparation and presentation.
- Conducted in-depth field assessments and detailed documentation of findings, identifying critical areas for improvement
- Improved data collection methods, increasing efficiency by 20%.

**KK Production Studios**

*Content Creator and Social Media Manager*

*June 2021 - August 2021*

- Researched trending topics to create relevant content.
- Planned and outlined content structure for various projects.
- Edited, wrote, and proofread scripts, ensuring high-quality content.
- Designed, recorded, and edited videos and audios.
- Developed and implemented social media strategies, increasing engagement by 30%.
- Monitored and responded to comments, messages, and reviews, enhancing audience interaction.
- Identified new opportunities and tools to optimize media reach.

**Drip Industries**

*Delivery Manager and Accountant*

*April 2019 - November 2020*

- Recorded and updated financial records, ensuring accuracy and compliance.
- Analyzed financial performance to inform strategic decisions.
- Contributed to budget preparation, improving financial planning.
- Reconciled accounts, resolving discrepancies effectively.
- Coordinated successful deliveries, managing logistics and resources.
- Acted as a communication bridge between clients and employees.
- Tracked daily progress and managed delivery resources, including repairs.

## **Faisol Wood and Design**

*Interior Design Assistant*

*November 2018 - January 2019*

- Completed three design projects for salons and boutiques.
- Collaborated with clients to acquire and implement design models.
- Conducted design research, presenting innovative solutions.

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## **EDUCATION**

### **ALX Africa**

*AI Career Essentials*

*May 2024 - Current*

### **Power Learn Project**

*Software Engineering*

*May 2024 - Current*

### **Moringa School**

*Data Science*

*August 2023 - June 2024*

### **Jomo Kenyatta University of Agriculture and Technology**

*Bachelor's in Strategic Management*

*September 2019 - December 2023*

- Second Upper-Class Honors
- An active member of AIESEC

### **KCA University**

*CPA Section 1*

*January 2019 - April 2019*

### **Meru School**

*2015 - 2018*

- Grade: B-
- Active member of scouts club, Treasurer of debate club, Wildlife club member, YCS choir member, St John's Ambulance corporal

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## **ACHIEVEMENTS**

- Promoted from Delivery Manager to Accountant at Drip Industries.
- Formulated and executed segmented email outreach strategies for AIESEC; boosted member engagement by 30% and event attendance by 20% in the first quarter.
- Successfully filmed and launched the "Cut Deep" show and podcasts.
- Graduated from Jomo Kenyatta University of Agriculture and Technology with a Second Upper.

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- Dickson Ndung'u - Owner of Faisol Woods and Design | 0724585151
  - Waruiru Kibathi - CEO of KK Productions | 0702631934
  - Collins Wakapisi Jr - Monitoring and Evaluation Officer of WEF | 0717465759