
Cynthia Murugi Mwaniki

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PROFESSIONAL SUMMARY

Dynamic and results-oriented professional with a strong background in sales, client relationship management, and project coordination. Experienced in managing international accounts, analyzing data, and ensuring seamless operations in fast-paced environments. Proven ability to collaborate across teams, improve processes, and deliver measurable results. Eager to leverage my organizational, analytical, and communication skills to contribute to Xapo's marketing initiatives and drive impactful campaigns. Passionate about learning and applying emerging trends in fintech and cryptocurrency marketing to achieve organizational goals.

PROFESSIONAL EXPERIENCE

Devine Flora, Nairobi

Sales Representative | Dec 2024– Present

- Manage end-to-end client orders for flower exports, ensuring timely delivery and adherence to quality standards.
- Collaborate with logistics and quality control teams to meet client specifications and improve customer satisfaction.
- Prepare and maintain accurate documentation, including invoices, packing lists, and shipping labels, to facilitate smooth customs clearance and delivery processes.
- Generate detailed sales reports and provide actionable insights to senior management to support strategic decision-making.
- Build and maintain strong relationships with international clients, addressing their needs and ensuring repeat business.

PJ Dave Flowers Group, Nairobi

Sales Representative | Jun 2024 – Nov 2024

- Coordinated international flower export orders, improving customer satisfaction by 15% through effective communication and timely delivery.
- Communicated with clients to address product availability issues and recommend alternative flower varieties, ensuring seamless operations and client retention.
- Prepared detailed daily, weekly, and monthly sales reports, providing key insights to management for strategic planning.
- Negotiated sales prices, contracts, and payment terms with both new and existing clients, contributing to a 10% increase in profitability.
- Collaborated with cross-functional teams, including the Packhouse and Logistics departments, to meet client specifications and maintain product quality.

Women Rights Advocacy Initiative, Wajir

Program Officer | Oct 2022 – Mar 2024

- Developed and implemented programs focused on women's rights, including conducting needs assessments and drafting funding proposals to secure financial support.
- Led capacity-building sessions for program beneficiaries, using innovative approaches that enhanced knowledge and engagement by 20%.
- Coordinated with local stakeholders, including government agencies and community leaders, to ensure effective project delivery and meet set objectives.
- Managed project budgets, tracked expenditures, and ensured compliance with donor guidelines to avoid over or under-spending.
- Prepared and submitted detailed narrative and financial reports, highlighting program achievements, challenges, and recommendations for improvement.

The Flower Source, JKIA Nairobi

Sales Executive | Dec 2021 – Apr 2022

- Managed client orders for flower exports, ensuring compliance with product specifications and shipping schedules.
- Collaborated with quality control and logistics teams to ensure flowers met both client requirements and industry standards before export.
- Handled shipping documents, including invoices, packing lists, and certificates of origin, ensuring smooth customs clearance and delivery processes.

- Developed and maintained a comprehensive customer database, tracking client preferences and purchase history to improve service delivery.
- Prepared sales reports and presented key findings to senior management, contributing to data-driven decision-making.

Sunfloritech Ltd, Naivasha

Quality Control Intern | May 2019 – Aug 2019

- Supervised grading teams and allocated labor efficiently, ensuring daily production targets were met.
- Conducted 100% quality checks on flowers to meet Kenya Plant Health Inspectorate Service (KEPHIS) standards, reducing rejected shipments by 10%.
- Prepared daily reports for management on flower grading activities, providing insights to streamline operations and improve efficiency.
- Collaborated with the logistics team to ensure timely dispatch of graded flowers to clients.

EDUCATION

Kisii University

Bachelor of Science in Agribusiness Management • 2016 – 2020

- Relevant coursework: Marketing, Project Management, Business Communication, and Data Analysis.

Njonjo Girls High School

Kenya Certificate of Secondary Education (KCSE) • 2012 – 2015

SKILLS

- **Project Coordination & Time Management:** Proven ability to manage multiple projects simultaneously and meet deadlines.
- **Data Analysis & Reporting:** Proficient in Excel, Google Analytics, and other tools to analyze data and generate insights.
- **Client Relationship Management (CRM):** Skilled in building and maintaining strong relationships with clients.

- **Team Collaboration & Cross-Functional Communication:** Experienced in working with diverse teams to achieve shared goals.
- **Problem-Solving & Attention to Detail:** Adept at identifying issues and implementing effective solutions.
- **Marketing Research & Trend Analysis:** Passionate about exploring emerging trends in marketing and applying them to campaigns.
- **MS Office Suite:** Advanced proficiency in Word, Excel, and PowerPoint for documentation, reporting, and presentations.

KEY ACHIEVEMENTS

- Improved customer satisfaction by 15% through effective order management and client communication at PJ Dave Flowers Group.
- Reduced rejected shipments by 10% through rigorous quality control processes at Sunfloritech Ltd.
- Increased participant engagement by 20% through innovative capacity-building approaches at Women Rights Advocacy Initiative.

REFERENCES

Available upon request.