LEONILA KARIMI MURIUKI

CONTACT

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PROFILE SUMMARY

Passionate researcher with 2+ years of experience in data analysis, content creation, and report publication, specializing in social media and civil society issues. Proficient in qualitative and quantitative research using tools such as Canva, Piktochart, and MS Office, with a strong commitment to working in diverse, multicultural virtual teams.

EDUCATION

2016-2021
EGERTON UNIVERSITY

- Bachelor of Arts . Sociology and Philosophy

WORK EXPERIENCE

Ring Kenya Limited   Jan 2023 - Aug 2024
Sales and Marketing Agent

- Surpassed monthly sales targets by 15%, showcasing strong sales and marketing acumen.
- Developed and implemented a multi-channel marketing campaign, boosting lead generation by 25% and overall sales by 20%.
- Expanded the client base by 30%, fostering long-term relationships and enhancing customer retention.

Office Of The Registrar of Political Parties   Apr 2022 - Oct-2022
Constituency Monitor

- Achieved 100% compliance for 15 political parties with constitutional and legal requirements by conducting 10+ monitoring visits and organizing 5 sensitization sessions.
- Facilitated seamless implementation of the Political Parties Code of Conduct by coordinating with government agencies, improving enforcement outcomes by 20%.
- Produced 6 comprehensive monthly reports detailing election activities, campaign findings, and outcomes, contributing to improved decision-making at the county level.

Viesta Consumer Ltd   Jan 2018- Jan 2019
Sales Representative

- Developed and executed a strategy for employing brand ambassadors, resulting in increased product visibility and boosted sales by 25%.
- Played a key role in expanding the client base, cultivating strong relationships with clients, and achieving a customer retention rate of 90%.

SKILLS

- Qualitative and Quantitative Research
- Data Analysis and Interpretation
- Report Writing and Editing
- Social Media Management
- MS Office Suite and Digital Tools
- Interpersonal Skills

CERTIFICATIONS

2023
Tech4Dev

- Data Analysis