

Nyaguthii Nyoro

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SUMMARY

Motivated self-starter with work experience in between Kenya and Rwanda across different industries in varied roles that merge aspects of marketing and content curation. Currently pursuing an honours degree in Global Challenges.

EDUCATIONAL BACKGROUND

African Leadership University – Kigali, Rwanda

September 2017 – January 2021

BA. Global Challenges

Relevant Coursework: Relevant Coursework; Global Challenges and opportunities, Research Symposium, Conservation Seminar, Marketing and Advertising, Healthcare In Africa.

PROFESSIONAL WORK EXPERIENCE

Marketing Intern

June 2018 - August 2018

NIC Bank – Nairobi, Kenya

- Performed sets of administrative tasks such as email filtering, phone handling, moderation services, Intranet questionnaires, Ensuring processing of payment of invoices and updating the tracker, Conducted comparative analysis on clients' closest competitors in their respective industries.
- Collected, researched and analyzed data on topics such as horticulture, Kenya's Big 4 Agenda, Kenya's retail and manufacturing sector.

Administrative Assistant

November 2019 - March 2020

Vatel – Kigali, Rwanda

- Adeptly handled administrative matters including screening calls, managing calendars, planning meetings, making travel arrangements, composing documents and organizing offices for efficiency.
- Interact professionally with contractors and maintain the highest level of confidentiality while consulting with them on sustainable materials for the restaurant.

Written Content Coordinator Intern

October 2019 - May 2020

ALU Community & Culture – Kigali, Rwanda

- Manage community engagement efforts in social media channels.
- Supports the development of communications, marketing programs and campaigns that address strategic initiatives and implements marketing tactics.
- Contribute to the planning process and work collaboratively with the Marketing team to build and execute marketing campaigns, programs and events.
- Monitoring the school news and student coverage through the school newsletter as well as assist in research and data collection for student-based stories and story writing.

EXTRACURRICULAR ACTIVITIES

- **Co-Founder, Mariru**

August 2019 - Present

Mariru is a sustainable beauty and fashion movement/platform that aims to empower the youth to feel beyond beautiful by wearing and using upcycled pieces. Growing with a tribe of over 100 young people and a movement for sustainable fashion.

- **Founder, Rooted**

September 2018 - Present

A green inspired platform that represents a culture and a lifestyle that seeks to inspire the youth to live sustainability by understanding certain aspects of African culture and reducing their carbon footprints hence taking care of ourselves and our only shared home - earth.

SKILLS

- Content creation
- Problem-solving
- Interpersonal relations

INTERESTS

- Nature & Wildlife Conservation
- Women Empowerment
- Sustainable fashion

LANGUAGES

- Kiswahili - Native
- English - Expert