




GOLDA MASIBO

CONTACT DETAILS

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 Nairobi, Kenya

 Golda Masibo

EDUCATION

2017- 2022

BA, INTERNATIONAL BUSINESS & TRADE
African Leadership University (ALU)

Relevant Coursework: Business analytics and statistics, Business Communication, Human Resource, Project Management, Marketing and advertising, Financial Accounting

2014-2019

BA, COUNSELLING PSYCHOLOGY
Kenyatta University (KU)

Relevant Coursework: Cross-Cultural Psychology, Psychology of Personality, Social Psychology, Behavior Modification

SKILLS

Communication
Market Research
Excel

INTEREST(S)

Project Management
Business Operations
Data Visualization

LANGUAGE(S)

English - Native
Swahili - Native
French - Beginner

WORK EXPERIENCE

STUDENT VENTURES PROGRAM INTERN

African Leadership University, Rwanda: October 2020-Present

- Co-author a biweekly newsletter to provide insights into the global entrepreneurial landscape. Devised strategies that have improved newsletter reading time by about 4 minutes
- Plan Global Entrepreneurship Week and other entrepreneurial events within and out of campus attracting about 300 out of 700 students

PSYCHOLOGIST INTERN

Mathari Referral Hospital: Kenya May 2019-August 2019

- Facilitated 273 sessions for individual and group therapy. Counselling 35 youth, provided support to patients and facilitated psychoeducation sessions with an aim to evoke long-term change
- Designed and executed a campaign targeted at adopting a client-centered approach to counselling that successfully resulted in 17 patients lasting 5+ weeks sober after leaving the rehabilitation facility

STAKEHOLDER MANAGEMENT INTERN

African Leadership Group, Mauritius: June 2018 – September 2018

- Spearheaded research, marketing and application analysis in the selection of 100 scholars for Nelson Mandela's centennial Scholarship. Curated material for social media campaigns that attracted over 7,000 applicants from 40 African countries within a period of 3 months
- Coordinated guest communications that brought together about 100 high-profile guests and 250+ attendees for the Mandela Centennial Scholarship award event

BRAND AMBASSADOR

Interactive Communications, Kenya: April 2017 -August 2017

- Designed and executed a comprehensive market penetration strategy for a new product, Kinga Soap. The approach ensured that the customer return rate per store was 120 within 2 months after the product launch

EXTRACURRICULAR/ LEADERSHIP EXPERIENCE

DIRECTOR OF LOGISTICS

Kupambana Africa Club: January 2018 - December 2018

Planned club events and prepared email communication to students and staff members to stir interest in Pan-Africanism. Co-created video campaigns that attracted over 120 attendees to the club's launch event.

CERTIFICATES

DARDEN SCHOOL OF BUSINESS

Marketing Analytics: June 2020 - July 2020

PATHWAYS INTERNATIONAL ACADEMY

Introduction to Tableau: December 2019