

Willie Kanyeki Kamawe

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SUMMARY

Experienced communication professional adept in digital marketing, branding, operations, team and information management.

MY SKILLSET

Communication

- Excellent written and verbal communication
- Public speaking and presentation skills
- Resolving conflicts and addressing issues within the project team.
- Managing relationships with project stakeholders.

Project Management

- Handling multiple projects simultaneously
- Basic level Agile Methodology for teams
- Setting priorities and meeting deadlines
- Collaborating with cross-functional teams
- Budgeting and resource allocation
- Developing project plans, timelines, and schedules.

Content Creation

- Research, copywriting and editing
- Audiovisual - Photography, videography, podcasting and line editing (Audacity, CapCut, Windows Movie Maker, Clipchamp & Libsyn [Publishing])
- Proficiency in graphic design and photo editing using software such as Canva, Snapseed & Inshot

Social Media Management

- Creating and scheduling posts across platforms (Facebook, Instagram, WhatsApp, TikTok, X & YouTube)
- Engaging with followers and responding to comments
- Analyzing social media metrics
- Budget allocation for ad campaigns

Office Tools

- Proficient in MS Office for reporting and communication
- Adept at Google Workspace
- Familiar with Zoom & Slack for team communication

General Skills

- Adapting to changing trends and technologies
- Thriving in fast-paced and dynamic environments
- Collaborative/team player
- Attentive to detail
- Keen on time management

WORK HISTORY

Jan 2016 — Oct 2016 | Research Analyst (Machobear Studios Inc. - Vancouver, Canada)

- Conducted early stage research and analysis, contributing crucial insights into SaaS product viability.
- Played a key role in developing over 50% of marketing research and business presentations.
- Proactively identified local and global industry trends, uncovering strategic prospects for SaaS product.
- Delivered daily research findings directly to the managerial team, fostering informed decision-making.

Nov 2016 — May 2018 | Project Assistant (Machobear Studios Inc. - Vancouver, Canada)

- Unified the communication between software development and project management teams.
- Streamlined the coordination of weekly team deliverables as a Scrum Master, using team Kanban.
- Orchestrated the onboarding process for the core development team, ensuring smooth integration.
- Migrated thousands of sensitive real estate stakeholder records for integration into SaaS platform using MS Office tools.
- Led creative team in formulating and executing social media strategies to establish the firm's presence.

Aug 2018 — Feb 2022 | Podcast Producer & Host (The Represented Podcast – Vancouver + Nairobi)

- Recorded, edited and produced more than 50 episodes to major podcast distribution channels.
- Conceptualized and managed the show along with members of a local, independent podcasting network (Halo Halo Productions [formerly The Geek Happy Network]).
- Used social media to grow listener audience organically.

Jan 2019 — Present | Operations Manager (Gerar Water - Nairobi, Kenya)

- Championed the design and launch of bottled water products.
- Managed and prepared majority of the company's core paperwork to acquire licensing.
- Lead copywriter for product's marketing tools – labels and social media.
- Engaged with over 80% of the client base, delivering customer service and strengthening client relationships.
- Held phone and email interactions with stakeholders, effectively representing the company's interests.
- Established and enforced production and operational standards to optimize water purification and packaging.

Jul 2020 — Present | Founder (Shujaa Fitness - Nairobi, Kenya)

- Utilized cloud computing and email to administer personalized workout regimens for virtual clients.
- Developed and promoted a range of locally manufactured fitness products, driving successful sales via Instagram, Facebook, and TikTok.
- Independently authored an instructive health and fitness eBook tailored for beginners.
- Produced, recorded and edited an informative, widely-available health and wellness podcast.

EDUCATION

Jan 2010 — Nov 2011 | International Baccalaureate Diploma (St. Mary's School - Nairobi, Kenya)

- Acquired a comprehensive education in science, art, business, and ongoing rigorous project evaluation.
- Engaged in regular philanthropic activities through the Creativity, Activity and Service (CAS) program.
- Initiated and led the Creative Design Club, fostering school talent and enhancing the value of school events.
- Appointed as a school captain to effectively address administrative and student body matters.

Apr 2012 — Apr 2014 | Undergraduate Credits for Transfer (Columbia College - Vancouver, Canada)

- Fulfilled prerequisite credits for enrollment at Simon Fraser University in Burnaby, BC.
- Honor Roll recipient for exceptional performance: Summer (2012), fall (2012), and winter (2013) semesters.
- Awarded an Academic Scholarship for outstanding achievement in the fall (2012) semester.
- Fostered entrepreneurial and collaboration skills as an active member of the Entrepreneur Club.

May 2014 — Oct 2016 | Communication Undergraduate Degree (Simon Fraser University - Burnaby, Canada)

- Awarded a Bachelor of Arts in Communication with a Minor in Business Administration upon graduation.
- Distinguished placement on the Dean's Honor Roll for the spring (2016) semester.
- Regular contributor to the student body newspaper "The Peak" as an Opinion writer.
- Article writer on social issues for student-led blog called "Recultured".