
CURRICULUM VITAE

Ruth Adhiambo Dero- (CPR - MOI)

P.O. BOX 11872, 00100 GPO

NAIROBI

E-mail address: deroruth@gmail.com, rdero@yahoo.com

I hereby admit that the information given herein is true.

Signature: *Date:*

Name and Address:

Ruth Adhiambo Dero
P.O. Box 11872-00100, Nairobi

Contact:

Cell: 0724-114516 or 0737-114516

E-mail: deroruth@gmail.com / rdero@yahoo.com

Career Objective

To be part of a high performance team that is visionary, focused and result oriented. To enhance my capabilities, enthusiasm, energy and passion so as to help the organization attain its image, reputation, growth and ultimately its goals and objectives in all key areas of the organization while embracing effective communication channels.

BIODATA

Date of Birth: 2nd October, 1979
Gender: Female
Marital Status: Married
Nationality: Kenyan
Religion: Christian
Languages: Fluent English, Swahili Kikuyu Dholuo and working knowledge for French
Identity Card No. 21951807

Professional Profile

I am a Bachelor of Science Communication and Public Relations holder and a Diploma in Public Relations. I have experience and specialized knowledge in Public Relations, communications and Customer service management.

I am capable of effectively communicating with others and get along well with different type of personalities. I maintain a positive responsive attitude in my work and am receptive to new ideas, concepts and situations. I take pride in working as a team to design, plan and implement projects and tasks within the stipulated time frame to achieve the desired objective.

CAREER AND PERSONAL ATTRIBUTES

Career Attributes

- Clear understanding of the principles of Communication
- Attention to detail in analyzing and interpreting information
- Has been exposed to the diverse nature of customer service and its importance to the organization.
- Excellent knowledge of communication theories and models of effective communication policies.
- Clear understanding on the different levels of communication, which has made me efficient in any part of the Department.
- Excellent knowledge and use of computers and other information systems-Social media.
- Keen on effective problem solving techniques and firm in positive decision making.

Personal Attributes

- Excellent in oral and written English
- Excellent interpersonal communication skills
- Self –confident and highly motivated
- Ability to work well with other employees
- Enquiring, willing to learn and with an eye and ear for detail.
- Honest and with ability to keep private information
- Methodical, logical and able to make sound judgments
- Able to work well under pressure to meet deadlines
- Keen listener
- Exhibit leadership skills among peers
- High integrity and above reproach

EDUCATIONAL BACKGROUND

Sep 2009-Aug 2012	MOI UNIVERSITY B.sc Communication and Public Relations- Second Class Upper Division
May 2008- July 2009	UNIVERSITY OF NAIROBI Diploma in Public Relations Management – Distinction Level <ul style="list-style-type: none">▪ Foundations of Public Relations▪ Marketing Management/communication▪ Mass Communication▪ Research Methods▪ Quantitative Methods
Jan 2007-April 2007	UNIVERSITY OF NAIROBI Certificate in Public Relations - Credit
Sept' 1999-Aug 2000	Kenya Christian Industrial Training Institute (KCITI) Certificate in Computer-Office Software Packages, Business use in computer Certificate in printing press Operation
Jan 1994-1995 Form 1-2	Kirinyaga Girl's High School
1996-1998 forms II-IV	Kambaa Girl's High School (Kenya Certificate of Secondary Education (K.C.S.E) Grade Attained C- (Minus)
(1986-1993) Class 1-8	Valley Bridge Primary School (Kenya certificate of Primary Education (K.C.P.E)
Currently pursuing a Master of Science degree (Ms.c) in Communication at Moi University as a part time student.	

EMPLOYMENT HISTORY

2010-Todate Position:	Asili Sacco Society, Public Relations Officer
--	--

Duties

- Developing high impact communication campaigns, the Society's aggressive branding and spearheading all marketing efforts.
- Advising the society on appropriate communication policies, strategies and programs.
- Providing interface between the society and its publics.
- Monitoring public perception about the SACCO and advising management accordingly.
- Corporate branding, media Relations, internal communication and coordinating of protocol functions.
- Preparation and production of high impact publicity materials-Society's quarterly newsletters, brochures, fliers, news release among others.
- Ensure the implementation of service charter, listen and address member's complaints/queries through a planned feedback mechanism.
- Create and deliver media relations strategy for corporate issue of SACCO's reputation management
- Develop crisis management communication planning, readiness and response capabilities consistent with Society's corporate guidelines.
- Create and deliver media handling strategy for corporate issues to protect the SACCO's reputation.
- Organize and coordinate all Corporate Social responsibility (CSR) activities.
- Supervise various communication and strategies including digital, internal, external and corporate social responsibility.
- Liaise with the I.T department in managing and updating the SACCO's website
- Participate in formulation and implementation of the SACCO's strategic plan.
- Develop and coordinate staff training needs and facilitate on customer service trainings.

2003-2010

**Asili Sacco Society,
Receptionist/Customer care Officer**

Position:

Duties

- Receiving and handling members documents
- Handling queries from all members and correspondents
- Handling incoming and outgoing calls/Switchboard
- Assisting new customers to open FOSA account
- Receiving, processing and dispatching Account holders ATMs
- Give members/customers details and feed back of their loan applications while ensuring complete customer satisfaction.

2001-2002

**Shipro Agencies
Administrative Assistant.**

Position:

Duties

- Provide administrative support services
- Handle confidential records and keep registry of documents
- General office management and minute taking during meetings

MEMBERSHIP

- **Member, Public Relations Society of Kenya (PRSK). Member No. 012-883**

Key Achievements:

- Published articles in Career Magazine (Biashara Leo) and SACCO Star Quarterly Magazine by KUSCCO on Co-op Movement in Kenya.
- Spearheaded the formation and development of an internal PR and Communications department in Asili SACCO Society.
- Chief Editor of **ASILI SACCO NEWS**-Quarterly magazine (heads the Editorial team).
- Developed and implemented Asili's internal and external Communication Policy.
- Occasionally do commentaries on various issues on local Print media.
- Spearheaded the process of producing, directing and editing the first ever SACCO documentary for Asili SACCO

EXTRA CURRICULAR ACTIVITIES AND LEADERSHIP ACHIEVEMENTS

1996-1998 Dorm's Captain (Kambaa girls' High school)
1997-1998 Chairlady Rangers and Girl guide club

PERSONAL INTEREST AND HOBBIES

- Reading, socializing, Singing and travelling.
- Motivating and creating positive awareness among the youths in schools and churches.

REFEREES

Mr. M. O. Oliech, Chief Executive Officer, Asili SACCO Society, P.O Box 49064-00100, NAIROBI Tel: 0723848435 email: moliech@yahoo.com	Mr. Joash O. Onyonka, National Treasurer, Asili SACCO Society, P.O. Box 49064-00100, NAIROBI. Tel: 0722125581, email: joash323@yahoo.com	Dr. Ernest N. Nyamboga Coordinator School of Human Resource Development (Communications Department) Moi University (Nairobi Campus) P.O. Box 101378-00100 NAIROBI Tel: 0722352907, email: enyamboga@gmail.com
---	--	--