**FANUEL ADINO**

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Social Media Links: <https://linktr.ee/umbocreations/>

**SUMMARY**

* **Information Management & Research (5+ years):** Expertise in digital archiving, cataloging, classification, indexing, metadata tagging, and research database management.
* **Graphic Design & Digital Marketing (3+ years):** Skilled in branding, social media content, motion graphics, SEO, SEM, and online advertising (Google Certified).
* **Cloud Computing & IT Services (1+ year):** AWS Cloud Practitioner with knowledge of AWS services and cloud architecture.
* **Soft Skills:** Strong analytical thinking, problem-solving, and team collaboration.

**EDUCATION**

**Kenyatta University –** Nairobi, Kenya **September 2013 – December 2017**

Bachelors Library and Information Science

**ALX Africa –** Nairobi, Kenya **May 2023 – December 2024**

Certificate in AWS Cloud Practitioner & Solutions Architect

**WORK EXPERIENCE**

**Graphic Designer September 2021 - January 12, 2025**

**Trinity Chapel Ruiru –** Ruiru, Kenya

* Designed **25+ monthly promotional materials** (flyers, banners, social media assets) for events.
* Created **12+ engaging reels per month**, increasing online engagement and awareness.
* Ensured **brand consistency** across digital and print platforms.
* Utilized **Adobe Creative Suite** for high-quality graphics and video content.

**Social Media Executive September 2021 - January 12, 2025**

**Trinity Chapel Ruiru –** Ruiru, Kenya

* Managed church social media, increasing engagement through posts, stories, and reels.
* Created and scheduled content to promote events, sermons, and community activities.
* Designed visuals and videos to maintain a consistent and engaging online presence.
* Monitored analytics to improve reach and interaction.

**Library Assistant Intern March 2021 - March 2022**

**Coffee Research Institute (KALRO) –** Ruiru, Kenya

* Improved library services based on user feedback, increasing satisfaction by 15%.
* I streamlined cataloguing system, reducing search times by 20%.
* Assisted in digital archiving and metadata tagging for better accessibility.

**Library Assistant Attachee 2016 - 2017**

**Kenya National Archives & Documentation Services –** Nairobi, Kenya

* Classified, cataloged, and preserved **historical documents**.
* Processed new materials and maintained **accurate records**.
* Supported **document preservation** for long-term accessibility.

**Field Research Assistant 2014 - 2016**

**TNS RMS (Now Kantar) –** Nairobi, Kenya

* Led a **field research team**, ensuring accurate and timely data collection.
* Conducted **interviews, product testing, and observational research**.
* Uploaded and managed collected data in **real-time servers**.

**PROFESSIONAL CERTIFICATES**

**Fundamentals of Digital Marketing – Google, Issued January 2023**

* SEO, SEM, content marketing, social media, and online advertising fundamentals.

**AWS Cloud Practitioner – Amazon Web Services (AWS), Issued May 2023**

* Cloud computing fundamentals, AWS services, and cloud architecture principles.

**SKILLS**

**Graphic Design & Digital Content** – Adobe Creative Suite, Branding, Social Media Content, Video Editing

**Information Management** – Digital Archiving, Metadata Tagging, Cataloging, Indexing, Classification & Research Databases

**Marketing & Communication** – Social Media Strategy, Content Creation, Visual Storytelling

**Research & Data** – Field Research, Data Collection, Interviewing, Survey Analysis

**Soft Skills** – Project Coordination, Organization, Problem-Solving, Time Management

**INTERESTS**

**Emerging Technologies & Innovation** – Staying updated on advancements in AI, UI/UX, and digital design trends

**Tech Communities & Networking** – Engaging in design and tech meetups, online forums, and industry events

**Continuous Learning & Skill Development** – Exploring new design tools, research methodologies, and digital archiving techniques

**LANGUAGES**

**Kiswahili –** Native Proficiency

**English –** Professional Proficiency