

## CASHPHINE OWUNZA

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<https://www.linkedin.com/in/-cashphine-owunza-medium-content-writer-administrative-virtual-assistant?>

### SUMMARY

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- Energetic and results-driven professional with expertise in **Customer Relations, Administration, and Communication**.
- Proven track record of delivering exceptional client service and handling challenging customer interactions.
- Skilled in **content creation, SEO optimization**, and managing comprehensive content strategies for enhanced audience engagement.
- Strong ability to streamline administrative processes, improve operational efficiency, and implement effective HR policies.
- Proficient in **virtual assistance**, with experience in **email management, appointment scheduling**, and coordinating projects to meet deadlines.
- Adept at collaborating with cross-functional teams to drive business success and foster client satisfaction.
- Highly adaptable, with a continuous learning mindset and a commitment to delivering results in fast-paced environments.

### EDUCATION

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<b>Alx Africa - Kenya</b>	<b>August 2024 – October 2024</b>
Certificate in Virtual Assistant	
<b>Rollan College – USA</b>	<b>April 2022 – October 2022</b>
Certificate in Entrepreneurship	
<b>Serein University College - Vihiga</b>	<b>January 2022 – August 2022</b>
Certificate in Counseling Psychology	
<b>Kenya Institute of Management - Nakuru</b>	<b>April 2019 – October 2021</b>
Higher Diploma in Human Resource Management	
<b>St. Mary's Secretarial College – Isiolo</b>	<b>April 2012 – July 2014</b>
Diploma in Secretarial Studies	

### WORK EXPERIENCE

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#### Freelance - Content Writer

*Nairobi, Kenya | Apr 2023 - Present*

- **Researched** and developed high-quality content for diverse platforms, increasing web traffic by 20% for multiple clients.
- **Created and optimized** SEO-driven content, improving search engine rankings and increasing engagement by 15%.
- **Developed and maintained** a content calendar, ensuring timely and strategic publishing across various channels.
- **Collaborated** with design and marketing teams to deliver cohesive, brand-aligned content.
- **Analyzed performance metrics**, refining content strategy to boost user engagement and client satisfaction.

### **Sales Manager - The Goshen Agrovet**

*Kakamega, Kenya | Jan 2019 - Apr 2023*

- **Oversaw daily sales operations**, managing inventory and achieving a 25% increase in customer retention through enhanced service delivery.
- **Designed and implemented** sales strategies that boosted revenue by 30%, expanding the customer base by 15%.
- **Recruited, trained, and supervised** a sales team of 10, improving sales efficiency by 20%.
- **Monitored sales data**, adjusted strategies based on market trends, leading to a 10% improvement in sales outcomes.
- **Executed marketing campaigns** that resulted in a 40% increase in new customer acquisition.

### **Office Administrator - Palladium Group (ESHE)**

*Kakamega, Kenya | May 2017 - Dec 2017*

- **Developed and implemented** HR policies, leading to a 15% increase in operational efficiency.
- **Managed internal and external correspondence**, ensuring timely and accurate communication, improving team coordination by 20%.
- **Introduced Google Drive** for managing personnel records, resulting in a 50% improvement in information accessibility and security.
- **Procured office supplies** and handled administrative budgets, reducing operational costs by 10%.

### **Office Administrator - Anestar Victory Girls**

*Nakuru, Kenya | Jan 2015 - Apr 2017*

- **Digitized the student fees and bio-data system**, increasing efficiency by 30% and reducing errors in manual processes.
- **Managed school accounts and budget**, ensuring transparency and streamlined financial reporting for the administration.
- **Engaged with visitors**, creating a welcoming environment that improved client satisfaction by 15%.

### **Intern Office Administrator - National Treasury (Ministry of Devolution and Planning)**

*Nairobi, Kenya | Jan 2014 - Apr 2014*

- **Organized and cataloged documents**, improving data retrieval efficiency by 40%.
- **Drafted and formatted official communication**, ensuring timely correspondence with stakeholders and maintaining professional standards.
- **Managed leave requests**, improving workforce scheduling and HR accuracy by 20%.

## SKILLS

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- › Growth Mindset
  - › Good Communication
  - › Proactive
  - › Adaptability
  - › Customer Support
  - › Bookings and Travels
  - › flexibility
  - › Adaptability
- Email Management
  - Scheduling
  - Organizing meetings
  - Content Writing
  - Research
  - Project Management
  - Calendar Management
  - Presentations
  - Problem Solving
  - Time Management

## INTERESTS

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- › Learning new skills
- › Writing
- › Traveling

## LANGUAGES

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- › Kiswahili - Native
- › English - Expert