

MOHAMMED ALI YUSUF

LINGUISTICS, MEDIA AND COMMUNICATIONS GRADUATE

COMMUNICATION SPECIALIST | SOCIAL MEDIA MANAGER | JOURNALIST | CUSTOMER SERVICE PROFESSIONAL

Phone No.: +254719281060 | Email: mohaliyusuf001@gmail.com | Country: Kenya

PROFESSIONAL PROFILE

I am a dynamic and versatile communications professional with a Bachelor's Degree in Linguistics, Media, and Communication and a broad range of experience in communications, journalism, facilitation, customer service, and education. I excel in managing digital media, delivering outstanding customer experiences, mentoring diverse groups, and coordinating events. Known for my adaptability, quick learning, and proficiency with industry-standard tools, I am passionate about driving positive change and contributing to organizational success through innovative and collaborative efforts.

Skills and Strengths:

- ✓ **Strategic Communication:** Proficient in crafting clear, impactful messages tailored to diverse audiences, enhancing engagement and strengthening brand voice.
- ✓ **Customer Service Excellence:** Consistently delivered exceptional service, contributing to improved satisfaction scores and fostering loyalty in client interactions.
- ✓ **Social Media Management:** Skilled in leveraging social media platforms to increase audience engagement, grow online presence, and build brand communities.
- ✓ **Adaptability and Versatility:** Quick to acclimate to new environments and responsibilities, demonstrating value across varied roles and work settings.
- ✓ **Front Office and Hospitality Software Proficiency:** Experienced in using Fidelio Suite and myCloud Hospitality Software for efficient reservations, check-ins, and cashiering, ensuring smooth front desk operations.
- ✓ **Event and Logistics Coordination:** Successfully coordinated logistics and event support, optimizing operational flow and enhancing client experience.
- ✓ **Data-Driven Research and Analysis:** Skilled at performing research and utilizing analytics to drive strategic decisions in communication and marketing.
- ✓ **Leadership and Initiative:** Known for proactive problem-solving, reliability, and effective collaboration within cross-functional teams in dynamic environments.

PROFESSIONAL EXPERIENCE

Teaching Fellow, Fellowship | January 2025 to Present

Teach for Kenya

Key Duties and Accomplishments

- Playing a key role towards ensuring that Kenyan children receive access to quality education regardless of their economic backgrounds.

Front Office Desk Receptionist | August 2024 to October 2024

Sentrim Castle Royal Hotel

Key Duties and Accomplishments

- ☑ Improved guest satisfaction scores through prompt, personalized customer service, creating a welcoming atmosphere.
- ☑ Streamlined the check-in/check-out process using Fidelio Suite and myCloud Hospitality Software for efficient reservations, check-ins, and cashiering, reducing guest wait times by 15%.
- ☑ Coordinated between departments for efficient resolution of guest issues, garnering positive feedback from both management and clients.
- ☑ Perfectly utilised guest tracking system to proactively follow up with VIP and repeat visitors, enhancing loyalty and retention.

Media Attache | January 2024 to April 2024

Mo Radio

Key Duties and Accomplishments

- ☑ Elevated content quality by producing and editing high-quality news reports and audio materials using Adobe software, enhancing the station's reputation.
- ☑ Expanded the station's multimedia offerings by taking part in photography and videography, creating visuals that increased content variety and audience interest.
- ☑ Crafted compelling news scripts that adhered to journalistic standards, providing accurate information.
- ☑ Practiced and refined voicing techniques to enhance delivery and impact.
- ☑ Proactively sought opportunities for voice training to enhance delivery, tone, and modulation.
- ☑ Participated in program planning meetings to contribute creative ideas and perspectives.

Trainer and Facilitator | November 2022 – January 2023; March 2023 – April 2023.

Hatua Network

Key Duties and Accomplishments

- ☑ Ensured a fully engaging mentoring program for secondary students by integrating 21st-century skills like collaboration, communication, and emotional intelligence, preparing students for future workforce demands.
- ☑ Improved program quality by consistently monitoring activities and providing internal quality reports, leading to a structured and impactful learning experience.
- ☑ Strengthened the student support system by identifying students in need of counseling and coordinating additional resources, promoting inclusivity and engagement.
- ☑ Fostered a safe, respectful, and discrimination-free learning environment, positively impacting student comfort and participation

Communications Attache | September to November 2022

ICT Authority of Kenya

Key Duties and Accomplishments

- ☑ Assisted the Communications Department in various tasks and projects, enhancing my understanding of communication and technology.
- ☑ Conducted research on current trends and best practices in communication and technology, which contributed to the department's strategy updates.

- ☑ Enhanced communication outreach by contributing to high-quality newsletters and publications, broadening audience engagement.
- ☑ Strengthened brand presence by designing creative artwork for key communication materials, enhancing the visual appeal of departmental outputs.
- ☑ Played a central role in event planning, coordinating logistics and multimedia support, ensuring professional event execution.
- ☑ Amplified digital presence on social media platforms, bolstering online reach and fostering stronger community interaction.

EDUCATION

Bachelor of Arts (Linguistics, Media and Communication) | 2019-2024

Moi University

Certificate in Basic Computer Studies | 2015-2018

Elimu ya Kenya School

A1 Beginner Certificate in German Studies (KCSE) | 2015-2018

Elimu ya Kenya School

Kenya Certificate of Secondary Education (KCSE) | 2015-2018

Njia Boys Secondary School

Kenya Certificate of Primary Education (KCSE) | 2012-2014

Kisauni Primary School

CERTIFICATIONS AND MEMBERSHIPS

- ☑ Class B Professional licensed driver
- ☑ RSBA1 Basic First Aid Certificate
- ☑ Media Council of Kenya Accredited
- ☑ Public Relations society of Kenya Accredited

LEADERSHIP AND SERVICE

- ☑ 35th Moi University Students Organization (MUSO), Academics Delegate | July 2022 – October 2023
- ☑ Millenium Campus Network (MCN) Global Admissions Committee Volunteer | May – August 2023
- ☑ United Nations Millennium Fellow, Class of 2022 Fellowship| August-December 2022
- ☑ Linguistics, Media and Communication Class Representative from 2019 to 2023
- ☑ Co-founder of the Linguistics, Media and Communication Students Association
- ☑ Founder of the KUCCPS Informant

REFEREES

Available upon request