

ESTHER MUKAMI KINYANJUI

Nationality: Kenyan

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<u>Educational Background</u>	
<u>Course:</u> <u>Year:</u> <u>Institution:</u>	Degree in Journalism and Media Studies. Majored in Public Relations. 2017 - 2020 University of Nairobi.
<u>Course:</u> <u>Year:</u> <u>Institution:</u>	Diploma in French 2017 Alliance Francaise
<u>Course:</u> <u>Year:</u> <u>Institution:</u>	Diploma in Public Relations. 2014-2016 University of Nairobi.
<u>Course:</u> <u>Year:</u> <u>Institution:</u>	Certificate in Public Relations. 2013-2014 The University of Nairobi.

WORK EXPERIENCE

Freelance Brand Strategist/ Consultant

January 2022- Ongoing

Job Description

- Content creation. Create value driven content for company/ brands that are upcoming
- Graphic design. Design communication materials like brochures, company profile, logo etc
- Photography
- Website copy-writing

Office of the Registrar of Political Parties (ORPP)

Position Held: Communication Officer & Nairobi County Monitor(6 month contract)

April 2022 - October 2022

Job Description:

- Functional writing for monthly bulletin
- Corporate events management
- Handling customer complaints and maintaining their database
- Photography, videography
- Management of social media accounts and content creation
- Preparing press releases and media briefs
- Monitor compliance of political parties to ensure compliance with the Constitution of Kenya, 2010, Political Parties Act, 2011 and Political Parties Code of Conduct
- Liaising with relevant government agencies in monitoring the election
- Providing training support to political parties at the county level
- Supervise constituency monitors and consolidate monitoring reports from the constituencies
- Preparing monthly reports on election monitoring activities at the County;

Kenya Revenue Authority (KRA)- KESRA

Position Held: Intern

January 2021- December 2021

Job Description:

- Manage the school's web presence from a communication, branding and reputation management perspective.
- Monitor Web performance by collecting, analysing, and summarizing data and trends.
- Monitoring media coverage for events.
- Provide impact stories: write and post interesting stories for the internal communication.
- Ensure that all published content is delivered to high standards and aligned with brand guidelines.

- Collaborate with management to develop and implement an effective communications strategy based on the school's business objectives.
- Ensure positive brand visibility through creative design ensuring consistent and appropriate use of language, imagery and graphics across all print, online and multi-media work and ensuring adherence to set procedures

Kenya Electricity Generating Company (Kengen)

Position Held: Attachee

May 2018 - July 2018

Job Description:

My responsibilities in KenGen were;

- Videography, Photography, Data entry
- Functional Writing & Editing of the company's weekly newsletters and Reporting
- Branding- Events Management
- Media Relations & Information Management
- Public Relations Account Management

B2B Africa Consulting Agency

Position Held: Public Relations Officer and Personal Assistant

October 2018 - December 2018

Job Description:

- My main responsibilities were Media planning, event management, data entry, information management and PR account management.
- Some of the daily tasks I dealt with were emailing our clients about upcoming events, working with the call center to make sure the necessary clients were reached, updating the client list for each upcoming event and creating media partnerships with different media houses to come cover our events.

Women Educational Researchers of Kenya (WERK)

Position Held: Field Researcher & Data Entry Clerk

May 2017

Job Description:

- Data collection in Nairobi County to measure the level of literacy in APBET and private schools.

- Data entry

Uwezo Kenya

Position Held: Data Entry Clerk

October 2015- February 2016

Job Description:

- Data Entry of the data collected all over East Africa to measure the level of literacy and numeracy among children.

Bata Shoe Company

Position Held: Data Entry Clerk

May 2015- September 2015

Job Description:

- Data Entry of the data collected in all Bata shoe outlets across the country.
- Sorting and filling of all Bata outlets' files.
- Offered Customer Care services.

CERTIFICATIONS

1. Google Digital Skills for Africa - 2021
2. Certification in Entrepreneurship, Leadership and Community Service at Kenya YMCA Shauri Moyo Branch. - 2016
3. Certification in computer packages e.g. Microsoft Office Suite, Corel Draw, Microsoft Access, Microsoft Excel, from the Insight Commercial College Limuru. - 2013

OTHER SKILLS

In my learning and working experience I have gained the following skills:

- Use of Adobe InDesign, Illustrator
- Brand development and management
- Project management
- Account executive services.
- Photography
- Experience in data analysis
- Good Communication skills
- Good writing, and critique skills
- Proficiency in computer applications
- High sense of responsibility and good judgmental skills
- Corporate Communication
- Crisis Communication
- Strategic Planning & Communications

PERSONAL ATTRIBUTES

- I follow rules to procedure of any situation.
- Time keeper with low tolerance of procrastination.
- I appreciate diversity hence my ability to adapt to different environments.
- Works under minimal supervision.

REFEREES

1. Mutethia Mberia
Senior Communication Officer
Office of the Registrar of Political Parties
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2. Kelvin Muoki
Business Development & Marketing Manager
Kenya Revenue Authority (KRA-KESRA)
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3. Daniel Wesonga
Former Chairperson of Women Educational Researchers of Kenya (WERK)
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