

Grace Wambui

Writer, Researcher, Social Media Manager,
Project Manager

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Location: Nairobi Kenya

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EDUCATION

Bachelor of Economics &

Statistics, Kenyatta University,
2017, Second-class Upper Division

AI Career Essentials, ALX.
2024, Honors.

TECHNICAL SKILLS

- Project Management: JIRA, Zoho, Agile.
- AI tools: Chat gpt, Uizaed, User Persona, Canva, Taelhq.
- CRM tools: Zendesk, ClickUp, Microsoft Dynamics, Hootsuite, Buffer, Mailchimp.
- Microsoft Office: Access, Excel, Word, PowerPoint, Teams.

INTERESTS & HOBBIES

- Traveling
- Content creation
- Swimming
- Baking
- Home organization
- Reading

SUMMARY

I am a meticulous writer and researcher proficient in conducting thorough research, synthesizing complex information, and delivering high-quality written work across genres. An experienced social media manager adept at crafting compelling content, implementing effective strategies, and driving engagement across diverse platforms to enhance brand visibility and achieve marketing objectives. Lastly, I am also an aspiring AI specialist interested in advancing my skills by offering meaningful contributions with my AI career essentials training and AI project management abilities.

WORK EXPERIENCE

Project Manager 2024 - PRESENT

Waga AI, Remote

- Developed an app Prototype and Landing page for a vacation app (VacAI) that helps users automate vacation planning.
- Created a project workboard with task schedules, roles, and resource allocations for the VacAI team.
- Successfully pitched the implementation of budgeting and vacation spot recommendation features for Waga VacAI that have led to a 20% increase in the app usage among its target group customers.
- Applied AI to automate tasks like project planning, presentations, and communication among stakeholders.

Social Media Manager 2021 -PRESENT

Freelance, Remote

- Developed and implemented social media strategies to enhance brand visibility and engagement, resulting in a 30% increase in followers and a 20% boost in website traffic..
- Managed social media accounts for multiple clients, including content creation, scheduling, and community management, driving significant audience growth and engagement.
- Implemented targeted advertising campaigns on platforms such as Facebook Ads and Instagram Ads, optimizing ad performance and achieving ROI goals.
- Monitored social media metrics, analyzed performance data, and generated insightful reports to inform strategy refinement and decision-making processes.

Writer and Researcher 2018 -PRESENT

Freelance, Remote

- Completed a successful business plan for a petrol station that was implemented into a functioning and reputable business to date.
- Help tutor students to understand course concepts

and provide academic advice.

- Tutor post-graduate scholars and academic scholars on refining their thesis, synthesizing complex information and data, and advising on how to structure and craft winning qualitative and quantitative research.
- Hired as a ghost writer where I write numerous YouTube video scripts for content creators, fictional book content for Amazon books, and book reviews for Goodreads.
- Help sellers of Fiverr to create winning gigs, track their performance and statistics to increase visibility and win orders.

Business Ideation Strategist

2021 - 2023

Afriq Networks, Full-time

- Planned ideas and developed a work guideline for potential revenue generating projects.
- Helped manage company resources, keeping clients' requirements in check and coordinating with work teams to execute tasks.
- Applied successful WI-FI and telecommunication equipment supply tenders and oversaw their implementation expanding the customer-base for the company.
- Conducted employee training contributing to a highly skilled technical team in the company.

VOLUNTEER WORK

Ministry of Planning and Devolution, Department of Economic Development Coordination Department

2016– Internship

- Wrote and reviewed funding proposals.
- Ideated and contributed to Vision 2030 Goals community research.