

# DORCAS SUSANS I CURRICULUM VITAE

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## Personal Information:

Full Name: Dorcas Susans Davids  
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Phone: +254712345678  
Postal Address: 12 – 00100, Nairobi – Kenya  
Marital Status : Single  
ID/Passport Number: R4434Y  
LinkedIn: Dorcas Susans



## Personal Statement:

Highly motivated, respected and creative marketing professional with an upper first-class honor in Marketing from the University of Nairobi, and three years' experience in the industry. I possess valuable experience working as Marketing Executive in a number of Fortune 500 companies. In my previous roles I was involved in planning, launching and analyzing campaigns, writing and curating content, social media management and email marketing. As a positive, enthusiastic and energetic individual, with excellent communication skills – both written and verbal, I strongly believe that I would be an asset to your team.

## Professional Experience:

### 2020 – Present: Marketing Assistant

*Tolonka Security*

#### Duties and Responsibilities:

1. Compiling and distributing information such as website and social media analytics.
2. Monitoring social media accounts, creating content and responding to messages.
3. Analyzing questionnaires
4. Contributing ideas to marketing campaigns
5. Compiling and distributing financial information
6. Writing marketing and website text
7. organizing presentations and events

### 2018 – 2019: Head of Marketing

*The Troka, Mombasa*

#### Duties and Responsibilities:

1. Crafting strategies for all Marketing teams, including Digital, Advertising, Communications and Creative
2. Preparing and managing monthly, quarterly and annual budgets for the Marketing department
3. Setting, monitoring and reporting on team goals

### 2015 – 2017: Marketing Consultant

*Tera Creations*

#### Duties and Responsibilities:

1. Study company profile and operations to understand its marketing needs
2. Conduct marketing research to identify industry trends and commercial opportunities
3. Develop and implement a marketing strategy according to objectives and budget
4. Prepare detailed proposals and marketing plans
5. Advise on branding, positioning, communications and other marketing issues
6. Give direction to marketing efforts with the most effective methods and tools

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## Academic History:

Year	Institution	Qualification
2011 - 2015	University of Nairobi	Bsc. Marketing
2008 - 2011	High School	Kenya Certificate of Secondary Education – Grade: A
2000 – 2007	Primary School	Kenya Certificate of Primary Education – Grade: A

## Volunteer Experience:

2015 – 2016

**The Business Hub, Nairobi Kenya**

Marketing Assistant

## Key Skills and Qualifications:

1. Online marketing
2. Social media marketing
3. Nonprofit marketing
4. Copywriting
5. Print or TV advertising
6. Public relations
7. Direct response marketing

## Industry Awards:

1. James Beard Awards – Creative Director 2016
2. Killer Content Awards, Singapore – Marketing pro of the year 2017
3. MarCom Awards – Marketing consultant recognition 2019
4. Muse Creative Awards – Creative Director of the year 2020

## Extra-Curricular Activities and Hobbies

1. Event Organization
2. Sports and Gaming engagements
3. Volunteering to community development activities

## Referees

### 1. James N. M

Chief Executive Officer

The Troka, Mombasa

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