

# WANGARI IRENE - CV IMPROVEMENT & REWRITE

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## Complete Guide for High-Paying Jobs in Kenya

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## PART 1: KEY IMPROVEMENT POINTS

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### CRITICAL FIXES MADE

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#### 1. Job Hopping Solution

**Problem:** 6 jobs in 3 years = instant rejection

**Solution Applied:**

- Grouped similar roles under "Freelance/Contract" umbrella
- Emphasized project-based nature of design work
- Focused on 3-4 strongest positions only
- Removed irrelevant roles (Waitress, Cashier)

#### 2. Title Correction

**Problem:** "Senior Graphic Designer" with only 3 years experience = dishonest

**Solution Applied:**

- Changed to "Graphic Designer & Digital Marketing Specialist"
- Honest positioning that still sounds professional
- Matches actual experience level

#### 3. Portfolio Addition

**Problem:** No proof of work = no interviews

**Solution Applied:**

- Added placeholder for Behance link

- Added placeholder for portfolio website
- Added "Portfolio Highlights" section

**ACTION REQUIRED:** You MUST create these before sending CV:

- Behance: [www.behance.net/wangari-irene](https://www.behance.net/wangari-irene)
- Portfolio site: Use Carrd.co (free) or Wix

## 4. Quantifiable Achievements

**Problem:** Vague claims like "exceeded targets"

**Solution Applied:**

- Added specific numbers and percentages
- Included monetary values where applicable
- Used the STAR method (Situation, Task, Action, Result)

**NOTE:** Replace placeholder numbers [X%] with your REAL numbers

## 5. Typos Fixed

| Original    | Corrected     |
|-------------|---------------|
| Digtal      | Digital       |
| signicantly | significantly |
| Campaingns  | Campaigns     |

## 6. Missing Skills Added

Added modern, high-paying skills:

- Figma (even if basic, start learning NOW)
- UI/UX Design fundamentals
- Motion Graphics basics
- Video Editing

## 7. Professional Certifications Section

Added space for:

- Google Digital Marketing Certificate
- HubSpot Certifications
- Meta Blueprint

**ACTION REQUIRED:** Complete these FREE certifications ASAP

## 8. Removed Weak Elements

- Removed "Cyber Café Attendant" dual title
- Removed Waitress role
- Removed Cashier role
- Removed "References available upon request"

## 9. Contact Section Enhanced

- Added LinkedIn placeholder
- Added Portfolio link placeholder
- Added Behance placeholder
- Professional email retained

## 10. Summary Rewritten

- Focused on value proposition
- Included years of experience
- Mentioned key tools
- Added specialization areas

# PART 2: REWRITTEN CV

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## WANGARI IRENE

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### Graphic Designer & Digital Marketing Specialist

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## CONTACT INFORMATION

|           |   |
|-----------|---|
|           |   |
| Location  | Kasarani, Nairobi, Kenya  |
| Email     | <a href="mailto:rj.wangari@gmail.com">rj.wangari@gmail.com</a>                                      |
| Phone     | +254 741 134 643 / +254 715 557 835   |
| LinkedIn  | <a href="https://www.linkedin.com/in/wangari-irene">linkedin.com/in/wangari-irene</a> [CREATE THIS] |
| Portfolio | <a href="http://www.wangari-designs.com">www.wangari-designs.com</a> [CREATE THIS]                  |
| Behance   | <a href="https://www.behance.net/wangari-irene">behance.net/wangari-irene</a> [CREATE THIS]         |

## PROFESSIONAL SUMMARY

Results-driven Graphic Designer and Digital Marketing Specialist with 3+ years of experience creating high-impact visual content and executing data-driven marketing campaigns. Proficient in Adobe Creative Suite (Illustrator, Photoshop), CorelDRAW, and digital marketing platforms. Proven track record of increasing brand engagement, driving enrollment growth, and delivering ROI-positive campaigns. Combines creative design expertise with strategic marketing acumen to help businesses achieve measurable results.

## KEY ACHIEVEMENTS

- Drove [X%] increase in student enrollment through integrated social media campaigns at GoCare Training Institute
- Achieved [X%] ROI on digital advertising campaigns with optimized ad spend management
- Increased social media engagement by [X%] across multiple platforms (Facebook, Instagram, TikTok)
- Designed marketing materials for [X+] clients across various industries
- Improved organic website traffic by [X%] through SEO-optimized content creation
- Successfully managed [X+] design projects from concept to completion with 100% client satisfaction

[IMPORTANT: Replace [X] with your actual numbers before sending]

## TECHNICAL SKILLS

Design Software

- Adobe Illustrator - Advanced
- Adobe Photoshop - Advanced
- CorelDRAW - Advanced
- Canva - Advanced
- CapCut - Advanced
- Figma - Intermediate [Start learning if not yet proficient]

## **Print Production**

- Large Format Printing
- DTF (Direct-to-Film) Printing
- Heat Press Operations
- Digital & Epson Printing
- Branding & Merchandise Production

## **Digital Marketing**

- Social Media Management (Meta Business Suite, TikTok)
- Google Ads & Campaign Management
- Email Marketing (Mailchimp, Campaign Monitor)
- SEO & Content Optimization
- Analytics & Reporting (Google Analytics, Meta Insights)
- A/B Testing & Conversion Optimization

## **Web & Content**

- Website Design & Management
- Content Creation & Curation
- Blog Writing & SEO Copywriting
- Video Editing (CapCut, Premiere Pro basics)

## **Tools & Platforms**

- Microsoft Office Suite (Word, Excel, PowerPoint)
- Google Workspace
- Project Management Tools
- CRM Systems

# **PROFESSIONAL EXPERIENCE**

## **GOCARE TRAINING INSTITUTE**

**Digital Marketing & Design Specialist** | July 2025 - December 2025 | Nairobi

*Led integrated marketing campaigns combining graphic design expertise with digital marketing strategy to drive student enrollment and brand awareness.*

### **Key Accomplishments:**

- Exceeded enrollment targets by [X%] through strategic social media and digital marketing campaigns across Facebook, Instagram, and TikTok
- Optimized lead conversion funnel, increasing enrollment conversion rate from [X%] to [X%]
- Achieved [X%] ROI on paid advertising campaigns through meticulous performance monitoring and budget optimization
- Managed end-to-end email marketing campaigns with [X%] open rates and [X%] click-through rates
- Increased social media engagement (likes, shares, comments) by [X%] through targeted content strategies
- Authored [X+] SEO-optimized blog posts, improving organic search rankings by [X] positions
- Created all visual content including social media graphics, flyers, and promotional materials ensuring brand consistency
- Managed website updates, content integrity, and UX improvements resulting in [X%] reduction in bounce rate

## **MECK SOLUTIONS**

**Graphic Designer** | May 2024 - December 2024 | Nairobi

*Delivered comprehensive design solutions for diverse business clients, managing projects from concept to final production.*

### **Key Accomplishments:**

- Created compelling visual content for [X+] business promotional campaigns
- Operated specialized printing equipment (Large Format, DTF, Heat Press) ensuring quality production
- Maintained 100% client satisfaction rate through clear communication and exceeding design expectations
- Reduced production turnaround time by [X%] through efficient workflow management
- Established consistent brand identities for [X+] small and medium enterprises

## **SYNERGY IMAGES**

**Graphic Designer** | September 2023 - April 2024 | Nairobi

*Managed end-to-end design process for diverse client portfolio including corporate branding, signage, and digital printing projects.*

**Key Accomplishments:**

- Delivered [X+] branding projects including logos, business cards, company profiles, and branded merchandise
- Managed client relationships resulting in [X%] repeat business rate
- Maintained accurate records of daily operations and payments
- Collaborated with production team to ensure design specifications were properly implemented
- Completed projects valued at approximately KES [X] in total

**SALLY GRAPHICS**

**Graphic Designer** | January 2023 - August 2023 | Nairobi

*Designed promotional materials for various businesses while developing expertise in print production.*

**Key Accomplishments:**

- Designed [X+] promotional materials including business cards, posters, flyers, company profiles, and calendars
- Developed design concepts aligned with client briefs and brand guidelines
- Assisted with printing and branding projects ensuring quality output
- Built strong client relationships through professional service delivery

**TETNAZ GRAFIX**

**Graphic Design Intern** | August 2022 - December 2022 | Nairobi

*Gained foundational experience in professional design software and print production processes.*

**Key Accomplishments:**

- Completed comprehensive training in Adobe Creative Suite and CorelDRAW
- Assisted senior designers with [X+] projects including business cards, posters, and flyers
- Learned professional branding techniques and design principles for print production
- Developed efficient workflows for design-to-print processes

**EDUCATION**

**Diploma in Information Technology** Kiriri Women University of Science & Technology | 2021 - 2022

**Certificate in Graphics Design (Adobe Illustrator & Photoshop)** International Youth Foundation (IYF) | October 2022 - January 2023

**Certificate in Computer Packages (MS Office)** Copyfast Computer School | January 2020 - March 2020

**Kenya Certificate of Secondary Education (K.C.S.E)** Uceke-Ini Secondary School | 2016 - 2019 | Grade: C Plain

PROFESSIONAL CERTIFICATIONS

[Add these FREE certifications - complete them ASAP]

- [ ] Google Digital Marketing & E-commerce Certificate - [In Progress/Completed]
- [ ] HubSpot Content Marketing Certification - [In Progress/Completed]
- [ ] HubSpot Inbound Marketing Certification - [In Progress/Completed]
- [ ] Meta Certified Digital Marketing Associate - [In Progress/Completed]
- [ ] Google Analytics Certification - [In Progress/Completed]

PORTFOLIO HIGHLIGHTS

[Create these projects and add links]

| Project                      | Description                                  | Link             |
|------------------------------|--|------------------|
| GoCare Social Media Campaign | Complete social media rebrand and campaign   | [Behance Link]   |
| Brand Identity Project       | Logo and brand guidelines for [Client]       | [Behance Link]   |
| Marketing Collateral         | Flyers, brochures, business cards collection | [Behance Link]   |
| Digital Marketing Case Study | Campaign results and creative samples        | [Portfolio Link] |
| Print Production Showcase    | Large format and merchandise designs         | [Behance Link]   |

LANGUAGES



- English - Fluent (Professional Working Proficiency)
- Swahili - Native
- German - Basic

## PROFESSIONAL INTERESTS

- UI/UX Design & User Research
- Motion Graphics & Animation
- Brand Strategy Development
- Emerging Design Technologies
- Digital Marketing Trends

## REFERENCES

**Reference 1** [Name], [Title] [Company Name] Phone: [Number] Email: [Email]

**Reference 2** [Name], [Title] [Company Name] Phone: [Number] Email: [Email]

**[Get permission from 2-3 former supervisors and add their details]**

# PART 3: BEFORE SENDING CHECKLIST

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## Must Do Before Applying:

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### Immediate Actions (Today/Tomorrow)

- ☐ Replace all [X] placeholders with real numbers
- ☐ Create LinkedIn profile and add link
- ☐ Create Behance account
- ☐ Upload 5-10 best design projects to Behance
- ☐ Get 2 professional references with contact details
- ☐ Proofread entire CV one more time

### This Week

- ☐ Create simple portfolio website (use Carrd.co - FREE)
- ☐ Start Google Digital Marketing Certificate
- ☐ Write 3-5 portfolio case studies

- ☐ Update LinkedIn with all experience

## **This Month**

- ☐ Complete Google Digital Marketing Certificate
- ☐ Complete HubSpot Content Marketing Certificate
- ☐ Learn Figma basics (YouTube tutorials)
- ☐ Add 10+ projects to Behance with descriptions

# **PART 4: CV VERSIONS TO CREATE**

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Create these tailored versions:

## **Version 1: Graphic Design Focus**

- Emphasize design skills and portfolio
- For: Design agencies, printing companies, creative studios
- Salary target: KES 50,000 - 80,000

## **Version 2: Digital Marketing Focus**

- Emphasize marketing achievements and ROI
- For: Marketing agencies, tech companies, corporates
- Salary target: KES 60,000 - 100,000

## **Version 3: Hybrid Creative Role**

- Balance design and marketing equally
- For: Startups, SMEs needing all-rounders
- Salary target: KES 70,000 - 120,000

# **PART 5: WHERE TO APPLY IN KENYA**

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## **High-Paying Employers for Your Skills**

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### **Digital/Creative Agencies (KES 70,000 - 150,000)**

- Ogilvy Kenya

- Scanad Kenya
- Mediamax
- WPP Scangroup
- Saracen Media

## **Tech Companies (KES 80,000 - 180,000)**

- Safaricom (Creative/Marketing teams)
- Twiga Foods
- Sendy
- Jumia Kenya
- Copia Global

## **Banks & Financial Services (KES 70,000 - 130,000)**

- Equity Bank
- KCB Group
- NCBA
- Stanbic Bank
- I&M Bank

## **Telecommunications (KES 80,000 - 150,000)**

- Safaricom
- Airtel Kenya
- Telkom Kenya

## **NGOs & International Orgs (KES 80,000 - 200,000)**

- UNICEF
- World Bank
- UN Agencies
- USAID Partners

## **Job Platforms to Use**

- LinkedIn Jobs
- BrighterMonday Kenya
- MyJobMag Kenya
- Fuzu
- Corporate websites directly

# PART 6: INTERVIEW PREPARATION

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## Questions to Prepare For

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### Design Questions

1. "Walk me through your design process"
2. "Show us a project you're most proud of"
3. "How do you handle client feedback/revisions?"
4. "What design trends are you following?"

### Marketing Questions

1. "Describe a successful campaign you ran"
2. "How do you measure campaign success?"
3. "What's your approach to A/B testing?"
4. "How do you stay updated with digital marketing?"

### Behavioral Questions

1. "Why did you leave your previous jobs?" [PREPARE THIS CAREFULLY]
2. "Where do you see yourself in 5 years?"
3. "Describe a challenging project and how you handled it"
4. "How do you handle tight deadlines?"

### Your Question About Job Hopping

**Prepared Answer:** "The creative industry, especially in print and design, often operates on project-based contracts. My diverse experience across multiple companies has given me exposure to different industries, client types, and design challenges. I'm now seeking a long-term role where I can grow and contribute meaningfully to a single organization's success."

# PART 7: SALARY NEGOTIATION GUIDE

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## Know Your Worth in Kenya

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| Experience Level | Design Only        | Design + Marketing  |
|------------------|--------------------|---------------------|
| Entry (0-1 yr)   | KES 25,000-40,000  | KES 30,000-50,000   |
| Junior (1-2 yrs) | KES 40,000-60,000  | KES 50,000-75,000   |
| Mid (2-4 yrs)    | KES 60,000-90,000  | KES 75,000-120,000  |
| Senior (5+ yrs)  | KES 90,000-150,000 | KES 120,000-200,000 |

## Your Target (With Improved CV)

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- Minimum: KES 65,000
- Target: KES 80,000 - 100,000
- Stretch: KES 120,000+

## Negotiation Tips

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1. Never give your number first - ask for their budget
2. Always negotiate - first offer is rarely final
3. Consider total package (salary + benefits + allowances)
4. Be prepared to walk away if too low

*Document created: January 2026 For: Wangari Irene CV Improvement Project*