CV ANALYSIS: WANGARI IRENE

Strict HR Recruiter Evaluation for High-Paying Jobs in Kenya

OVERALL SCORE: 55/100 (Needs Significant Improvement)

LEVEL 1: STRICT/CRITICAL ISSUES (Deal Breakers)

These issues will get your CV rejected within 6 seconds by top employers:

1. JOB HOPPING - MAJOR RED FLAG

Company	Duration	Problem
GoCare Training Institute	6 months	Too short
Creamasta Kenya	5 months	Too short
Meck Solutions	8 months	Too short
Synergy Images	8 months	Too short
Sally Graphics	8 months	Too short
Tetnaz Grafix	5 months	Internship OK

Kenyan HR Reality: Employers want minimum 1-2 years per role. Your pattern screams:

- "She'll leave us in 6 months too"
- "Training investment will be wasted"
- "Possible attitude/performance issues"

2. NO PORTFOLIO LINK - FATAL FOR A DESIGNER

You're a graphic designer with NO proof of work?

Missing:

- Behance profile
- Dribbble account

- Personal website
- PDF portfolio link

High-paying employers will NOT interview you without seeing your work.

3. TITLE INFLATION vs REALITY

You claim "Senior Graphic Designer" but:

- Started as Intern in August 2022
- Became "Senior" in just 8 months (January 2023)
- That's NOT how seniority works

Strict HR Assessment: This looks dishonest. Real "Senior" requires 5-7+ years.

4. TYPOS & ERRORS - Unacceptable for a Designer

Error	Correction
"Digtal Marketing"	Digital Marketing
"signicantly"	significantly
"Campaingns"	Campaigns
Inconsistent bullet points	Some have periods, some don't

HR Reality: If you can't proofread your own CV, why would they trust you with their brand materials?

5. DUAL TITLE DISASTER

"Senior Graphic Designer/Cyber Café Attendant"

This DESTROYS your credibility. It tells employers:

- You weren't valued enough to be full-time designer
- The "Senior" title was self-given
- You were doing customer service, not design leadership

LEVEL 2: MODERATE ISSUES (Will Cost You Interviews)

6. NO QUANTIFIABLE ACHIEVEMENTS

What you wrote:
"Exceeded Enrollment Targets"
"Elevated Social Media Engagement"
"Maximized Campaign ROI"

What HR wants to see:
"Increased enrollment by 45% (from 200 to 290 students)"
"Grew Instagram following from 2K to 15K in 6 months"
"Achieved 320% ROI on KES 500,000 ad spend"

Kenya Rule: Numbers = Credibility

7. MISSING CRITICAL SKILLS FOR HIGH PAY

For KES 80,000-150,000+ jobs in Kenya, you need:

Missing Skill	Why It Matters
Figma	Industry standard for UI/UX
Adobe XD	App/web design
After Effects	Motion graphics = higher pay
UI/UX Design	Companies pay premium for this
Brand Strategy	Shows strategic thinking
Team Leadership	Required for "Senior" title
Budget Management	Shows business acumen

8. NO LINKEDIN PROFILE

In Kenya's corporate job market (banks, telecoms, corporates), LinkedIn is mandatory.

Recruiters at:

- Safaricom
- Equity Bank
- NCBA
- Multinational agencies

ALL check LinkedIn first.

9. IRRELEVANT EXPERIENCE INCLUDED

Remove these:

- Swahili Plates (Waitress)
- Muoroto Supermarket (Cashier)

These add ZERO value and waste precious CV space. They also suggest you struggled to find design work.

10. "REFERENCES AVAILABLE UPON REQUEST"

This is outdated. Either:

- Include 2-3 professional references with contact details
- OR remove the section entirely

LEVEL 3: MINOR ISSUES (Polish Needed)

11. Summary Mismatch

Your title says "Senior Graphic Designer" but your most recent role is "Social Media Marketing Officer"

Fix: Either change title to "Creative Designer & Digital Marketing Specialist" or lead with design roles.

12. Photo Consideration

- Photo is professional (good)
- But some Kenyan corporates prefer no photo (bias concerns)
- Recommendation: Keep for creative industry jobs, remove for corporate applications

13. Education Presentation

Your Diploma in IT from Kiriri is your highest qualification but it's buried. Should be more prominent.

14. No Professional Certifications

Missing:

- Google Digital Marketing Certificate (FREE)
- HubSpot Content Marketing (FREE)
- Meta Blueprint Certification (FREE)
- Adobe Certified Professional

These are FREE and would significantly boost your CV.

WHAT'S MISSING FOR HIGH-PAYING JOBS IN KENYA

For KES 100,000+ Monthly Salary, You Need:

1. Portfolio Website

Example: www.wangari-designs.com
Include: 10-15 best projects with case studies

2. Measurable Results

Before: "Created marketing materials"
After: "Designed campaign materials that generated KES 2.5M in sales"

3. Leadership Experience

"Led a team of 3 designers"
"Mentored 2 junior designers"
"Managed design projects worth KES 500,000+"

4. Industry Certifications

- Google Digital Garage Certificate

- HubSpot Inbound Marketing
- Meta Certified Digital Marketing Associate

5. Specialized Skills

- UI/UX Design (Figma)
- Motion Graphics (After Effects)
- 3D Design (Blender basics)
- Video Editing (Premiere Pro)

6. Client/Brand Names

Instead of: "Created marketing materials"
Write: "Designed marketing collateral for Safaricom, Kenya Airways, and 15+ SMEs"

RECOMMENDED CV STRUCTURE FOR KENYA

WANGARI IRENE
Creative Designer | Digital Marketing Specialist

[Contact] | [LinkedIn] | [Portfolio: www.yoursite.com] | [Behance]

PROFESSIONAL SUMMARY (3-4 lines with NUMBERS)

KEY ACHIEVEMENTS (Bulleted, quantified)

SKILLS (Categorized, relevant only)

WORK EXPERIENCE (Most relevant 3-4 roles only)

EDUCATION & CERTIFICATIONS

PORTFOLIO HIGHLIGHTS (Links to 3-5 best projects)

ACTION PLAN TO FIX YOUR CV

Immediate (This Week):

1. Remove typos and errors
2. Delete Waitress and Cashier roles
3. Create Behance account and upload 10 projects
4. Add LinkedIn profile link
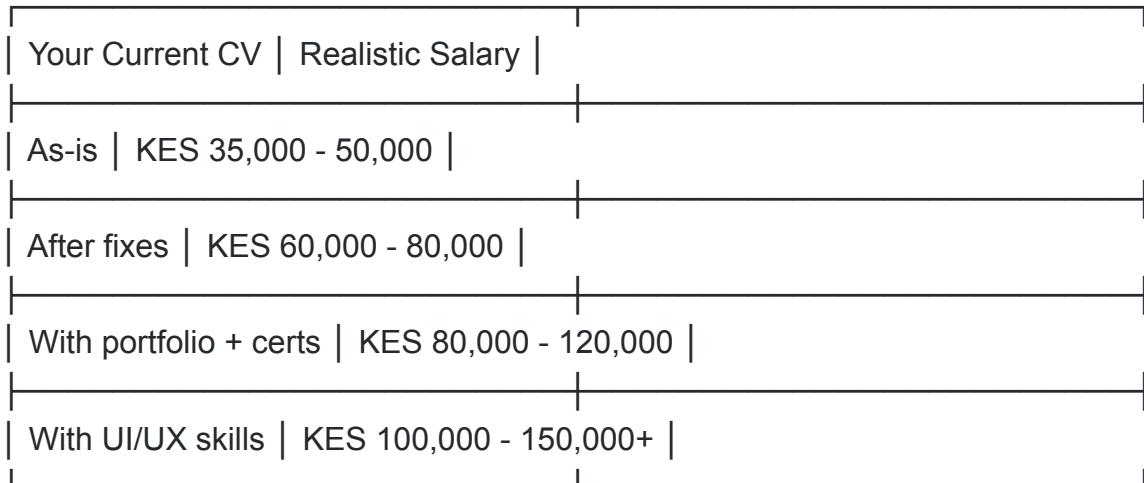5. Remove "Cyber Café Attendant" from title

Short-term (2 Weeks):

1. Complete Google Digital Marketing Certificate (FREE)
2. Add quantifiable achievements to each role
3. Create simple portfolio website (use Carrd or Wix - free)
4. Get 2-3 professional references with contacts

Medium-term (1-2 Months):

1. Learn Figma (YouTube tutorials)
2. Get HubSpot Content Marketing Certificate
3. Build 5 strong portfolio case studies
4. Change title from "Senior" to "Graphic Designer & Digital Marketer"

SALARY EXPECTATIONS vs REALITY

Your Current CV	Realistic Salary
As-is	KES 35,000 - 50,000
After fixes	KES 60,000 - 80,000
With portfolio + certs	KES 80,000 - 120,000
With UI/UX skills	KES 100,000 - 150,000+

FINAL VERDICT

Current State: Your CV will be rejected by 80% of high-paying employers in Kenya.

Main Issues:

1. Job hopping pattern (biggest problem)
2. No portfolio (fatal for designers)
3. Title inflation (looks dishonest)
4. No measurable achievements
5. Missing modern skills (Figma, UI/UX)

Good Points:

- Diverse skill set (design + digital marketing)

- Recent experience at GoCare shows marketing capability

- Good photo and layout design

- Bilingual (English, Swahili, basic German)

Recommendation: Fix the critical issues before applying to any job paying over KES 70,000. Your current CV positions you for entry-to-mid level roles, NOT
senior positions.