

LYNN NGURU

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CAREER SUMMARY

Community Specialist | Marketing Specialist | Administration | Content Creation

- An organized, meticulous professional with 2 years in ensuring customer satisfaction and business efficiency through communication, content creation and community management.
- A Marketing graduate with practical knowledge in content creation, community management, branding, merchandising & event planning

AREAS OF EXPERTISE

- Content Creation
- Budgeting
- Event co-ordination
- Community Management
- Reporting
- Branding

EDUCATION

Bachelor of Commerce, Marketing | Strathmore University
Second class honors (upper division)

2016-2020

PROFESSIONAL EXPERIENCE

Community Specialist | African Leadership International– ALX, Remote **April 2022-Current**
ALX offers job-ready training in the tech fields employers need most in partnership with The Room.

- **Onboarding of learners:** Ensuring learners are set up on both the learning platform & slack and have an understanding of our community and model of learning through a week-long onboarding program consisting of 5 distinct virtual events requiring collaboration across 3 departments with learners across 30+ African countries.
- **Community Events:** Organising and executing community events including: Technical sessions, Community hangouts, Expert sessions, Live Discussions to foster collaboration, growth and learning within the Software Engineering Community consisting of over 30,000 learners
- Planning and Execution of communication to learners through various channels such as Slack, Email & Newsletters as well as collaboration with the ALX Social Media team.

Marketing Specialist | CFAO Agri Ltd, Nairobi Kenya

July 2021-April 2022

Promoted from Executive Administrative Assistant.

- **Define & Execute Communication Strategy** to customers through our social media channels; Facebook-Baraka Fertilizer & LinkedIn-CFAO Agri and local Radio to leverage customer insights to better understand our customers and influence marketing strategy.
- **Branding & Merchandising** of Agro vets and Agro Dealers through Wall branding and signages as well as end users through T-shirts, Caps, Dust coats, Notebooks etc
- **Event Planning** in collaboration with the Sales team through Field days, Expos, Farmer Trainings as a direct touchpoint with farmers-our end user
- **Budgeting & Reporting** of the marketing budget to ensure efficient and effective use of resources as determined by the marketing strategy

Executive Administrative Assistant | CFAO Agri Ltd, Nairobi Kenya July 2020-June 2021

Promoted from Marketing & Admin Intern

- **Delivered all round logistical support for** top executives at CFAO Agri limited as well as a number of delegates from parent company CFAO international during executive visits
- **Vehicle Fleet Maintenance** which included regular service & maintenance of company vehicles, fuel management and tracking services.
- **Ensure efficiency in the end-to-end procurement process**
- **Provide inventory management services;** monitoring and controlling fertilizer stocks at the Nairobi warehouse

Marketing & Admin Intern | CFAO Agri Ltd, Nairobi Kenya

February - June 2020

CFAO Agri is the manufacturer of Crop specific blended; Baraka Fertilizer

- **Social media management** for the company's Facebook page which included: community management and generating reports for digital marketing activities
- **Provide inventory management services;** monitoring, controlling and replenishing Kitchen and stationery levels as well as overseeing the cleaning & tea staff
- **Procurement** raising LPOs & processing invoices for payments in collaboration with the finance department

Content Creation Intern | SocialMeds Digital Nairobi, Kenya

Feb - March 2019

SocialMeds Digital is a leading digital marketing agency for manufactures and mass market brands

- Community management for New life Kenya Facebook and Twitter accounts.
- Creation of monthly content calendar
- Monthly Analysis and reporting of social media pages performance

CERTIFICATIONS

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Market Industry Training | Brainnest Consulting

Jan-Feb 2022

Theoretical & practical training on developing a digital strategy including Identifying an audience, SEO Optimisation, Website copy etc

APReCOM | International School of Advertising

Aug-Sept 2021

Theoretical and Practical training into the PR industry including, media, event organization and crisis management

VOLUNTEERING

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AIESEC in Strathmore University | Vice President Marketing & Branding

Feb 2019- Jan 2020

- Organising physical and digital campaigns to promote exchange to Strathmore students
- Managing a team of 5 people