

Pacifique Irakoze

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SUMMARY

Marketing professional with over 3 years of experience in digital marketing, campaign management, and stakeholder engagement. Skilled in market research, customer segmentation, and creating data-driven strategies that drive business growth. Adept at collaborating across teams to execute impactful marketing initiatives and continuously improve outcomes. Known for adaptability, problem-solving, and delivering results in fast-paced environments.

EDUCATIONAL BACKGROUND

African Leadership University – Kigali, Rwanda

January 2021 – June 2024

BA. International Business and Trade

Relevant Coursework: Digital Strategy, Business Analytics and Statistics, Business Communication, Communicating for Impact, Organizational Behavior, Entrepreneurial Leadership, Entrepreneurship & New Venture Management

PROFESSIONAL WORK EXPERIENCE

Marketing Specialist (Full-time)

January 2024 - Present

Charis UAS – Kigali, Rwanda

- Developing and executing targeted digital marketing campaigns on LinkedIn and Twitter, ensuring alignment with brand objectives and enhancing customer engagement.
- Continuously managing and optimizing website content through WordPress to maintain accurate and engaging information, effectively supporting sales and marketing strategies.
- Analyzing marketing campaign performance using HubSpot CRM, generating actionable insights to refine strategies and improve lead generation outcomes.

IT and Communication Consultant (Intern to Full-Time)

January 2023 - April 2024

European Business Chamber of Rwanda(EBCR) – Kigali, Rwanda

- Collaborated with the sales and marketing teams to design communication strategies tailored to business needs, enhancing member engagement and driving event participation.
- Conducted thorough market research to identify trends and competitor activities, presenting actionable recommendations that informed promotional and channel strategies.
- Planned and executed high-profile business events, managing end-to-end logistics and communication, which resulted in stronger partnerships with key stakeholders

Information Technology Associate (Full-time)

April 2023 - May 2023

Vatel Rwanda – Kigali, Rwanda

- Improved the learning management system and institutional website by updating and optimizing content, resulting in enhanced accessibility and a more user-friendly experience for staff and students.
- Provided IT support and troubleshooting for over 150 users, ensuring minimal disruptions and maintaining 99% system uptime, which supported the institution's operational efficiency.
- Collaborated with educators to design and produce multimedia learning materials, including instructional videos and presentations, to support engaging and effective educational delivery.

Communications Officer (Part-time)

Rwanda Labour Rights Organization(RLRO) – Kigali, Rwanda

February 2021 - February 2023

- Developed and distributed newsletters, advocacy reports, and campaign materials to support labor rights awareness, improving public engagement and outreach effectiveness.
- Built and maintained strong relationships with stakeholders by ensuring clear, consistent communication and addressing their specific needs and concerns.
- Led community outreach initiatives, collecting feedback and tailoring solutions to improve collaboration between the organization and its beneficiaries.

SKILLS

Channel Strategy Development	Market Research & Analysis	Community Building
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INTERESTS

Consumer Behavior	Digital Marketing Trends	Community Engagement
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LANGUAGES

Kinyarwanda - Native	English - Fluent	Kiswahili - Intermediate
French - Beginner		