

Tamanda Kaunda

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Professional Summary

Motivated Marketing Intern with excellent command of social media sites, Microsoft Office and CRM tools. Offers strong SEO knowledge and skills to communicate and collaborate effectively with coworkers.

Work Experience

STELA Inc *Kigali*
Social Media Manager Intern *Dec 2023 - May 2024*

- Tracked, compiled and reported on social media analytics using Facebook and Instagram analytics tools.
- Researched digital trends to help keep strategies relevant to target audience.
- Wrote engaging, crisp and modern content for multiple social media channels including Instagram, Facebook, Twitter and LinkedIn.
- Increased follower count from 200 to 310 in 4 months organically on Instagram.
- Grew post reach by 1200% on LinkedIn and organic search appearance by 1,600 searches on one post.
- Implemented social media strategy that aligned with STELA Inc's social media objectives.
- Secured 3 partnerships across Africa in 4 months from the organic social media campaign. Practiced resilience and patience throughout the internship period. Developed high proficiency in using Microsoft Excel and Google Sheets in coming up with a social media calendar.

African Leadership University *Kigali*
Graphic Design Assistant *Mar 2024 - Mar 2024*

Designed several flyers that aligned with the theme of the 2024 gala awards.
Increased attendance rate by 14% through the use of effective color psychology in the designs,
Developed collaboration and communication skills that allowed me to gain feedback from my colleagues and supervisor about the design.

Education

African Leadership University *Rwanda*
Bachelor of Science: Software Engineering *Jul 2026*

- GPA ; 4.21
- Awarded MasterCard Foundation Scholarship
- Minor in Full stack web development
- Member, ALU Robotics Club

Skills

- Requirements gathering
- Content writing
- MS Office Suite
- Graphic content development
- B2B and B2C marketing
- Data analytics
- Campaign management
- Web analytics tracking
- Campaign implementation
- Digital trend tracking
- Digital marketing
- Brand promotion
- Search engine optimization
- Social media engagement
- Proposal development
- Multitasking

Awards

Top performer student, 2018(Kaseye Girls Secondary School)

Time Keeper prefect of the year,2021(Kaseye Girls Secondary School)

MasterCard Foundation scholarship (both high school and University,full-ride 2017-2026)

Hobbies

Travelling
Content Creation
Reading books
petting cats