

Lorraine Makena Nderitu

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Professional Summary

I am an experienced marketer with a strong background in customer support, customer relationship management, and programming. I have recently gained more skills in digital marketing and social media management, enabling me to excel in promoting brand growth and enhancing customer satisfaction. Currently pursuing a degree in Information Technology, I am passionate about combining marketing expertise with technical skills to drive business success.

Key Skills

- Social Media Marketing
- Customer Relationship Management
- Customer Support
- Programming (HTML, CSS, PHP, JavaScript)
- Digital Marketing

Work Experience

Marketing Executive

Smartfiber, May 2021 – August 2022

- Spearheaded marketing campaigns that significantly increased sales for a new company.
- Handled customer support, addressing client concerns and ensuring high levels of satisfaction.

Sales Lead & Customer Support

Home of Electronics, November 2022 – August 2024

- Led efforts to boost company sales, contributing to significant growth in revenue.
- Managed customer relationships, providing top-tier support to maintain client loyalty.

Education

Certificate in Programming

KENSWED Vocational Training, May 2021 – December 2021

Programming studied alongside Entrepreneurship.

BSc in Information Technology (Expected Graduation: 2025)

Africa International University

Certifications

- Digital Marketing
- Frontend Development
- SEO
- Data Protection
- Data Analysis Basics

Languages

Fluent in English (studied from lower grade to university level in English-speaking institutions).