



# Nakato Proscovia

Public Relations & Marketing

## Address

Mugwanya Road

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0704825853

## Social Profiles

[in/nakato-proscovia](https://www.linkedin.com/in/nakato-proscovia)

## Profile

I am a dedicated Public Relations, Marketing, and Administrative Professional with five years of experience supporting organizational operations, coordinating communication activities, and engaging stakeholders. I bring strong skills in administration, content development, and strategic communication, with a commitment to delivering efficient, high-quality work.

## Work Experience

### Public Relations Account Manager

May 2025 - Present

PluggedIn Communications

Developed and executed strategic PR campaigns, crafted press materials, and managed media relations to enhance client visibility. Coordinated PR events, stakeholder engagements, and project logistics while supporting team performance through task calendars and reporting. Created content maps, collaborated with influencers, and provided updates to management. Supported administrative functions including scheduling, procurement preparation, and proposal development, while professionally representing the organization at meetings and events.

### Public Relations & Marketing Officer

10/07/2023 – 05/2025

Mini Bakeries Uganda Ltd (SUPA LOAF)

Led partnership negotiations and coordinated marketing and PR initiatives to expand brand visibility and market reach. Developed proposals, executed brand awareness and multi-channel marketing campaigns, and managed media relations for consistent coverage. Oversaw inventory updates, prepared petty cash documents, and developed monthly work plans and performance agreements. Conducted market research, crafted communication strategies, and prepared progress reports to support strategic decision-making and stakeholder communication.

### Administrator

03/06/2022 – 11/06/2023

Miss Tourism Uganda - Pearl of Africa

Supported organizational growth by developing and executing marketing strategies that strengthened brand awareness and public engagement. Coordinated proposal writing and sponsorship efforts that secured funding for key projects. Managed stakeholder relationships, prepared performance reports, and analyzed marketing data to inform decision-making. Assisted project teams with surveys and reporting, and contributed to successful planning and coordination of tourism events across multiple regions.

### Travel Consultant

10/02/2022 – 05/06/2023

Lake Basin Tours & Travel

Delivered exceptional customer service by designing tailored tour packages and managing client bookings and inquiries. Utilized the Amadeus system to book flights, issue tickets, and coordinate travel logistics. Maintained strong relationships with travel partners and negotiated competitive rates. Enhanced customer satisfaction and retention through personalized follow-ups and effective communication.

**Customer Service Officer**

03/01/2021 – 05/02/2022

Ultimate Group of Companies

Handled customer inquiries by providing timely and accurate information, resolving issues, and ensuring a positive client experience. Managed and updated customer databases to track satisfaction and service quality. Collaborated with internal departments to resolve client concerns effectively and maintain compliance with company policies. Conducted service quality evaluations and recommended improvements to enhance overall service delivery.

**Education**

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**Bachelor of Travel and Tourism Management**

18/02/2023

Makerere University Business School - Nakawa

**Diploma in Business Communications**

01/01/2025

UniAthena (Athena Global Education)

**Skills**

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- Digital Literacy (MS Office, Email, Online Platforms)
- Content Planning & Digital Marketing
- Communication & Correspondence Handling
- Customer Service & Relationship Management
- Administration & Coordination
- Proposal & Report Writing
- Client & Stakeholder Engagement

**Languages**

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- English - Fluent

**Projects**

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- **Coordination for Simplifi Networks at the 2nd National ICT Summit 2025**  
Successfully coordinated Simplifi Networks’ participation in the 2nd National ICT Summit 2025, managing all event logistics, stakeholder communication, and on-site support. Led media coordination efforts and secured high-impact interviews for the CEO, which were broadcast on major national television stations, increasing the company’s visibility and industry presence.
- **Marketing & Stakeholder Coordination: Miss Tourism Uganda**  
Supported the planning and execution of nationwide tourism events, coordinated sponsorship proposals, and managed stakeholder relationships to strengthen the organization’s visibility. Contributed to marketing strategy development, reporting, and communication efforts that expanded engagement and enhanced the brand’s public presence.

## References

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**Director - Miss Tourism Uganda-PA Ltd, Lake Basin Tours and Travel Ltd**  
**Mutagamba Marianne**

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**Data & Performance Analyst - Mini Bakeries (U) Ltd**

**Arikosi Ojangole Matthias**

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