

CURRICULUM VITAE

LUKA MWANGI MURAGURI
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PERSONAL DETAILS

Nationality	<i>Kenyan</i>
Date of Birth	<i>Dec.26, 1974</i>
Marital Status	<i>Married</i>

PROFESSIONAL MEMBERSHIP

Associate member Kenya Institute of Management (KIM)

ACADEMIC/PROFESSIONAL BACKGROUND

AWARD	INSTITUTION	PERIOD
▪ Masters of Business Administration (MBA-Marketing)	United States international University (USIU)	2001-2003
▪ Diploma in Public Relations and Advertising	ICM	2010
▪ Diploma in Computer Applications(MS)	KCITI	1999
▪ B.Sc. (Business statistics)	Moi University	1994-1998
▪ K.C.S.E.	Kiarithaini High School	1989-1992
▪ K.C.P.E.	Ihwagi Primary School	1980-1988

SKILLS: Communication, integrity, interrelationship, Teamwork, Planning, Decision making, Learning and Training.

WORKING EXPERIENCE

Systems Management consisting of People, Projects Processes, Marketing, PR and Corporate Communications

Specific Duties

1. Leading teams/functional sections to achieve common organizational objectives through motivation and performance contracting aligned by customer focus.
2. Conducting staff appraisals against performance contracts and other assignments.
3. Development and implementation of the annual action plans, strategies, budgets and targets and cascading the same to other staff (Referenced by a commendation from management).
4. Preparation of Management and Board papers for new products and projects' approvals and subsequent implementation.

5. Developments of New Products and refinement of existing products in the bank through carrying out research and feasibility exercises.
6. Member of procurement Evaluation committee and also presents procurement papers to the tender committee.
7. Member of the Disability Mainstreaming Committee spearheading implementation of disability mainstreaming policy for accessibility of the bank service/facilities to Persons with Disability (PWDs) and conformance with National Council for PWD(NCPWD).
8. Managing liaison with relevant internal departments/users for the success of planned projects.
9. Ensure compliance to statutory bodies like Nairobi County Licensees for our branches, Music Copyright Society of Kenya, National Environment Management Authority (NEMA) among others.
10. Management of Branch branding project to improve ambience of banking halls through various contracted external suppliers.
11. Supplier linkages between the bank and the various service providers
12. Partnership and relationship building e.g. County governments, KPLC, water companies, Kenya Revenue Authority etc.
13. Development of SLAs during contracting process with the service providers
14. Ensuring conformity of the bank's engagements to various standards including Document Management as per ISO 9001:2008, AML etc
15. Training Security officers in customer service as an induction for them to understand the bank's ultimate deliverable/objective
16. Brand management, research, conduct SWOT and image analysis, customer surveys and competitive analysis; and reports as tool to business development and market position strategies. (Referenced by a commendation from management).
17. Develop and implementation of Customer service and relationship management strategies in line with approved policies. (Referenced by a commendation).
18. Events management including preparation of programs, protocols, speeches and branding of venues, ASK shows, launches, sports, exhibitions, publicity events etc. (Referenced by a commendation).
19. Media Campaigns and advertisements-Management of indoor and outdoor advertising on billboards (static and electronic), radio, TV, Print advertisements, documentary, billboard advertisements and external Signage of the outlets.
20. Media Relations including media scheduling, media luncheons, media press conferences, organizing and facilitating MD interviews.

WORK POSITIONS

- Asst Manager Business Development
- Asst Manager Brands Management
- Head of PR & Corporate Communications

ORGANISATION

Postbank
Postbank
Postbank

PERIOD

Current
2010
2008

▪ Business Development Officer	Postbank	2006
▪ Asst to Customer Service Manager	Postbank	2005
▪ Manager, Marketing and Customer Relations	Tamak Oil	2002-05
▪ Sales Representative	Betroy Pharmaceuticals	1999-01

WORKSHOPS/SEMINARS

Management and leadership training workshops, Image training, Media training, Customer service Diagnostic & Analysis workshop, Marketing research tools, Customer service Conventions, Quality Management systems Audit, Performance contracting Workshop.

PROJECTS UNDERTAKEN

- New products development for ICT based products, Competitive analysis, Business Development strategic plans, Business process reengineering, AT for various products and Customer quality satisfaction surveys

OTHER PAST RESPONSIBILITIES

Public Relations Officer (P.R.O.)	Mathematics Association of Moi University (1997/98)
Class representative	Moi University (1996/97)
Chairman	Science Club of Kiarithaini High School

PERSONAL ATTRIBUTES

- Excellent interpersonal and communications skills
- Efficient, competent, team player, organized, dependable, neat and presentable
- Flexible to the dynamic business environment (See commendation)
- Well rounded skills
- Ambitious to achieve desired results of a project task

HOBBIES

Reading Newspapers, advisory magazines, watching Business and wild TV documentaries programmes, playing table tennis, darts and traveling.

REFEREES

Kui Wanyoike,
PR Director,
Blueprint Advertising,
An Associate of FCB SA,
P.O. Box 39543 - 00623
Nairobi, Kenya.
Tel: 0720-677948

Jael Amara,
Director of
Communications,
Consumer Options
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David Gatawa
Head of Marketing,
Postbank,
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