



Frida Uchi Malo

Marketing and Communications Executive

7 years 1 months of experience

About Me

I pride myself in my creative solution-oriented approach to work and the reliability I provide my colleagues and supervisors. I am a team player who is motivated by challenges and opportunities to learn and grow my skills. I am a fast learner willing to share with the rest of the team.

Work Experience

Operations Manager, Mobipoll Limited

Feb 2020 - Feb 2022

Nairobi, Nairobi, Kenya

Key Contributions:

- I. Developing the business strategy to entertain, engage, inform and innovate through mobile solutions. This was achieved by accelerating the company's revenue through premium SMS services, increasing engagement with partners and competitors, and developing mobile and web gaming products, subscription services, or bespoke m-commerce platforms.
- II. Working with various leadership teams in planning and launching initiatives aimed at improving the company's service arm.
- III. Responsible for providing Marketing vision, and leadership and driving the passion to deliver revenues for Mobipoll products.
- IV. In charge of formulating and implementing marketing and communications strategy to build the corporate brand, enhance client satisfaction and drive the company to profitably.
- V. Connecting the company with its desired target audiences through fostering long-term partnerships with media houses and advertising agencies.
- VI. Sourcing and applying for tenders in line with the business services.
- VII. Conceptualize, develop, budget for, and implement strategic marketing strategies for the business.
- VIII. Effectively deploy and manage departmental resources on strategy and budget amongst all the products.
- IX. Manage crises and develop crisis management policies.
- X. Facilitate communications, activities, materials, and publications.
- XI. Fostering new partnerships that add value while retaining a profitable relationship with existing partners.

Key Achievements:

- o Increasing the company's revenues by 30% through the introduction of new services.
- o Securing a long-term partnership with MediaMax media house.
- o Overseeing a successful transition of all employees on contract to permanent and pensionable status.

CONTACT DETAILS

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SKILLS

Marketing Strategy
Digital Marketing
Content Strategy
Campaign Management
Go-to-market Strategy

Marketing and Communications Executive, Maaditech

Jun 2021 - Present

Nairobi, Nairobi, Kenya

Key Contributions:

- I. Developing marketing and communication strategies for brand awareness, targeted campaigns, and handling internal and external presentations and communications.
- II. Overseeing day-to-day brand activity and management such as execution of marketing plan, budget, and program tracking.
- III. Managing social media pages, and overseeing daily posts.
- IV. Identifying and developing plans to address key market strategic opportunities
- V. Curating and executing external-facing communications with partners, stakeholders, and media houses.
- VI. Liaising with various technical teams in the product development phase to provide feedback on user experience and engagement.
- VII. Creation of Go-to-market plans, marketing proposals, consumer analysis, and market research.
- VIII. Liaising with PR companies and media houses during product launches and for active campaign monitoring.
- IX. Tracking product performance, consumer needs, and feedback.
- X. Managing traditional and digital campaigns.
- XI. Creating business and marketing strategies that help brands communicate with their ideal target audience.
- XII. Creation of campaign briefs for various social media platforms.
- XIII. Increasing customer acquisition by use of diverse marketing channels.

Key Achievements:

- o Increasing website clicks by 50% for a software solutions organization.
- o Planning and executing a successful Web 3 E-wallet product launch.
- o Increasing social media presence and engagement by 40% for an automobile company.
- o Creation and execution of a marketing strategy for a Blockchain company.

Customer Care Executive, Onfon Media Group

Feb 2018 - Jun 2018

Nairobi, Nairobi, Kenya

Key Contributions:

- I. Advising customers accordingly about available products.
- II. Sharing weekly reports on customer feedback and suggestions.
- III. Working with various project leads on long-term solutions and suggestions on how to improve product performance.
- IV. Monitoring competitor products, and conducting research on how to improve our products.

Key Achievements:

- o Providing excellent customer service by promptly answering and directing all incoming calls, reducing call waiting by 10%.

Marketing Executive, Mobipesa Limited

Aug 2018 - Feb 2022

Nairobi, Nairobi, Kenya

Key Contributions:

- I. Execution of marketing and advertising strategies to build brand equity economically.
- II. Engaging with the R&D department to keep abreast with the customer, market, and industry trends.
- III. Leading multiple strategies for various B2B clients.
- IV. Collaborating with the innovation and technical team to deploy products and services that deliver meet or exceed the diverse and dynamic needs of the clients.
- V. Organizing and executing advertisement schedules aimed at promoting our brands across all platforms
- VI. Monitor marketing campaigns to ensure affinity to profitability
- VII. Development of several SaaS products in partnership with the technical team.
- VIII. Development of customer journey and technical materials for new products.
- IX. Development and execution of marketing campaigns for all products.
- X. Curating go-to-market plans, user-acceptance testing documents, and maintaining smooth communication between the technical, finance, R&D, and sales team.
- XI. Training the customer support team on new and existing brands.
- XII. Collaborate with the customer support teams to ensure our brand promise is delivered to customer satisfaction.
- XIII. Building a sales team, training them on the various brands, and sharing merchandise for on-ground activation.
- XIV. Managing promotional material.
- XV. Developing weekly reports on internal marketing activity across all platforms.
- XVI. Ensuring consistency in brand positioning and messaging internally and externally.
- XVII. Drive CSR strategies and initiatives.

Key Achievements:

- o Successfully developed and launched two mobile-based games which added to the company's revenue portfolio.
- o Increased portfolio by 10 new Value-Added Services under customer subscription products.
- o Onboarding two international gaming partners in turn increasing revenue by 25%

Marketing Intern, Nation Media Group

Jul 2017 - Oct 2017

Nairobi, Nairobi, Kenya

Key Contributions:

- I. Working with a brand manager specifically on Taifa Leo, The East African, Business Daily, Mwanaspoti, and Daily Nation.
- II. Prepare creative briefs and sharing with agencies.
- III. Work hand in hand with various creative agencies to launch various campaigns.
- IV. Prepare proposals for various projects
- V. Developing Critical paths and events preparation.
- VI. Execution of proposals for The East African and Angukia Chapaa Campaigns.
- VII. Working hand in hand with other departments like the advertising and sales department.
- VIII. Researching and providing marketing opportunities for different brands.
- IX. Preparing and conducting focus groups for marketing purposes.
- X. Going for brand activations and all ground activations.

Key Achievements:

- o Aided in the successful launch of MyNetwork magazine.
- o Aided in successfully executing The East African airport campaigns.

Education

Undergraduate (non-technical: B.Com, B.Arts, etc), Sociology, Gender and Development Studies

Kenyatta University

Nairobi, Nairobi, Kenya

Certification

Certificate of Leadership, Kenyatta University
Issued 09/2015

Fundamentals of Digital Marketing, Google Digital Skills for Africa
Issued 01/2023

Mastering the basics of Digital Marketing.