



# SAMFELIX ORIMBA RANDA

00300, Nairobi Kenya  
samfelix61@gmail.com

## SUMMARY

A highly experienced and versatile communication and marketing expert with a proven track record of driving successful campaigns and initiatives. With a deep understanding of market trends, consumer behaviour, and brand positioning, I excel in developing and implementing comprehensive communication and marketing strategies that effectively engage target audiences and drive business growth. I possess exceptional creative, analytical, and interpersonal skills, which enable me to craft compelling messaging, leverage various communication channels, and build strong relationships with stakeholders. My experience has leveraged my expertise in digital marketing, media relations, product launch and market research, website and social media management, content creation, search engine optimization, marketing positioning, event planning and management. I am passionate about leveraging innovative marketing techniques and emerging technologies to optimize brand visibility, enhance customer experiences, and drive revenue generation. With a strong ability to adapt to changing market dynamics and a dedication to delivering high-quality results, I am poised to impact communication and marketing significantly. I am now looking for a position where I can utilize my expertise to bring in more business as I use excellent marketing strategies that will enhance the company's profits.

## SKILLS

- **Communications Management and Public Relations:** Efficient in handling and managing all areas of public and media relations, including monitoring and tracking what is being said about the organization, product, personality, etc., through social media sites.
- **Communication Strategy:** Competent in creating a method for communication through content in the form of stories, publications, etc., to support both internal and external communication aimed at promoting knowledge to influence advocacy and policy.
- **Media Relations:** Capable of working with media to inform the public of an organization and mission, policies, and practices in a positive, consistent, and credible manner.
- **Writing:** Ability to generate compelling and well-written original content for talking points, issue briefs, websites, blogs, and social media content.
- **Marketing Planning and Strategy:** Capable of planning, developing & executing all marketing activities and brand strategy, which includes promotions, attending industry events, and acquitting myself with the who is who in the industry and event management.
- **Marketing design and planning:** Well-versed in identifying and planning market coverage to reach target audiences, developing, managing, and driving all aspects of marketing strategies.
- **Content Creation:** Excellent in promoting companies' products and services by developing copy for websites, social media, marketing materials, and social media platforms.
- **Communication Strategy:** Competent in creating a communication method through content like stories and publications that support internal and external communication.
- **Teamwork:** Ability to work with a team of people, offering my assistance when called for and participating in brainstorming sessions by giving my views.
- **Organization skills:** An organized individual with the ability to juggle many duties simultaneously and ensure that the office's daily running goes smoothly.
- **ICT Competence:** Proficient in Canva, FB creator studio for content curation and scheduling, and Capcut for video creation.

## EXPERIENCE

**Communications and Marketing Officer** / Royal Medical Centre (Corporate) - Kisumu, Kenya

01/2018 - 05/2020

### Social Media Management

- Creating content for Royal Medical Centre's social media platforms and writing stories and blogs for the website
- Gathering, analyzing, and reporting on social media performance data and providing insights and actionable recommendations for improving performance every week.
- Developing and implementing comprehensive social media strategies aligned with the company's goals and target audience.
- Creating engaging and compelling content for social media platforms, including Facebook, Instagram, Twitter, and LinkedIn.
- Managing social media accounts, ensuring consistent brand messaging and tone across all platforms.

- Monitoring social media trends and implementing innovative tactics to increase reach, engagement, and followers.
- Analyzing social media data and metrics to measure the effectiveness of campaigns and make data-driven recommendations for improvement.
- Responding promptly to customer inquiries, comments, and reviews, fostering positive customer relationships, and providing excellent customer service.

#### **Public Relations**

- Organizing and coordinating sponsored events and supported community initiatives, including Health Talks and education in schools, preschools, and other reputable events & organizations
- Taking appropriate photographs in events and community initiatives for the websites and social media sharing
- Organizing and documenting charity events, among other key communication and P.R. assignments

#### **Marketing and Visibility**

- Assisting with the production of print and digital Brochures and handling all aspects of print production, managing design, proofreading, and distribution of all publications, leaflets, brochures, and publicity material, and supporting with promotion for events, campaigns, and partnerships

#### **Key Achievements**

- Conceptualized and executed Royal Medical Centre's partnership with Kisumu All Stars Football Club. The sponsorship involved the organization fully sponsoring the team's full jersey in 2018/2019
- The Jerseys were branded with the organization's logo, a marketing strategy that increased the organization's hence driving marketing.
- Successfully Increased followers and engagements on social media sites by over 30%.
- Conceptualized and executed the idea of developing a Royal Health blogging site.

#### **Assistant Communications Officer / KMET KENYA (NGO) - NAIROBI, KENYA**

01/2016 - 12/2019

- Documenting program success stories and monitoring social media monitoring and content creation
- Working closely with program officers to develop and design visibility and marketing materials/IEC materials
- Documenting programs and taking Photographs for the news stories for the website and social media posting
- Assisting in organizing launch events, among other key communication and P.R. assignments, and writing stories for the website and newsletter.
- Helping in developing and implementing comprehensive communication strategies to effectively convey organizational messages and goals.
- Creating engaging and compelling content for various communication channels, including newsletters, social media platforms, websites, and internal communications.
- Ensuring content is aligned with the organization's brand identity and communication objectives.
- Writing, proofreading, and editing communication materials such as press releases, articles, blog posts, and internal memos to ensure accuracy, clarity, and consistency of messaging.
- Supporting media relations efforts by building relationships with journalists, preparing media kits, and assisting with media inquiries. Monitor media coverage and compile media reports.

#### **Communications Officer / KITUO CHA SHERIA (NGO) - NAIROBI, KENYA**

06/2020

- Designing and implementing the organizational social media strategies and creating content for the organization's social media pages, website, and YouTube
- Ensuring compliance with donor communications requirements for publicity of project activities
- Developing communications and training materials, including publications, presentations and videos, e.t.c
- Designing and producing the organization's quarterly e-newsletters
- Closely working with each program team to create and develop the organization's marketing and visibility materials, including but not limited to brochures, impact reports, and e-posters, as well as preparing and executing marketing and visibility budgets
- Documenting program activities and producing impact stories through videos, text, and images for the website
- Coordinating Community Radio talk shows, developing radio scripts, and taking appropriate photographs to accompany the success stories and news stories for the websites and social media sharing
- Assisted in preparing and updating a standard information package on the implemented project for distribution to the public and the media/press release.

#### **Key Achievements**

- Developed the Organization's Digital Media Strategy, whose implementation has led to an increase in social media page following and engagement from 4,801 in 2020 to 9,521 followers on Facebook, 4, 512 to 10,600 followers on Twitter while the organization's website is currently doing over 6,000 visitors per month as compared to 2019 and years back.

- Produced at most minuscule 10 impact stories that have helped to build trust, credibility, and loyalty with the public, donors, and partners, as they can see the human faces and stories behind the organization's work. The stories have increased the visibility of organizational programs.
- Introduced Online streaming of Kituo's strategic events, Webinars, and podcasts. This has increased online engagement and improved understanding of the organization's vision and mission by the public, donors, and partners.

---

## EDUCATION AND TRAINING

**Bachelor of Arts Communication and Media Technology with I.T. (Public Relations)**

12/2016

Maseno University

**Kenya Certificate of Secondary Education**

12/2011

Oriwo Boys High School

---

## SHORT COURSES

- Certificate in Software Engineering, Moringa School, Ongoing
- Bridge Lightful program on digital fundraising and developing digital media strategy, Namati Global, 01/2021, Ongoing
- Proposal writing, Kituo Cha Sheria

---

## REFERENCES

- Mr. Tobias Mwadime, Coordinator, Research Communication and Knowledge Management, Kituo Cha Sheria, P.O. Box 7483-00300, Nairobi, Kenya, +254 723-069-741, [tmwadime@kituochasheria.or.ke](mailto:tmwadime@kituochasheria.or.ke)
- Erick Orlando, Director Marketing, Royal Medical Centre, P.O. Box 4597 - 40100, Kisumu, Kenya, +254 731-960-220, [ericolando@gmail.com](mailto:ericolando@gmail.com)
- Emmanuel Oyier, Communication & Marketing Officer, KMET Kenya, P.O Box6805 - 40103, Kisumu, Kenya, +254 728-748-395, [eoyier@kmet.co.ke](mailto:eoyier@kmet.co.ke)