

KELLY OVIDE SHEJA

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SUMMARY

- Good team worker with experience in Marketing.
- Graphic designer, content creator and social media specialist.
- Excels in providing exceptional service to clients; especially in leading successful social media campaigns

EDUCATION

Aix – Kigali, Rwanda
Front-end Web Development

March 2024 – Present

WORK EXPERIENCE

Social Media Manager

September 2023 - January 2024

New Species – Kigali, Rwanda

- Led the social media management team and later took on the role of Head of Marketing.
- Develop and execute social media strategies, creating engaging content and directing video production.
- Prepare compelling ad copies and visual assets, contributing to the successful social media marketing campaigns.

Operations Manager

January 2024 - Present

XOcare – Kigali, Rwanda

- Lead and manage daily operations of the nonprofit organization, overseeing a team of 10+ staff members and volunteers.
- Develop and implement efficient operational strategies to maximize organizational effectiveness and ensure smooth functioning.
- Create and maintain budgets, ensuring fiscal responsibility and adherence to financial guidelines.

Creative Assistant (Part-time)

July 2023 - Present

Rwanda Updates – Kigali, Rwanda

- Assisted in creating engaging and visually appealing content for online platforms
- Collaborated with the creative team to develop design concepts for various marketing materials
- Supported in managing social media platforms, including content creation and scheduling
- Conducted research on industry trends and competitor analysis to optimize content strategies
- Assisted in coordinating photo and video shoots, including editing and post-production tasks

VOLUNTEER ACTIVITIES

Community Service Volunteer, XOcare ngo

April 2024 - Present

- Assisted in organizing community events and fundraisers to support local initiatives
- Managed social media promotion and outreach to increase event participation and community engagement
- Coordinated with volunteers and vendors to ensure smooth event logistics and operations
- Provided assistance in event planning, including budgeting, marketing, and on-site coordination

SKILLS

Graphic design

Social Media Management and
Marketing

Web design

INTERESTS

Sports

Software development

Regional Development

LANGUAGES

Kinyarwanda - Native

English - Fluent

French - Conversational