

# Patricia Wanjiku Wachira

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## | Marketing | Advertising | Public Relations |

Result-driven professional, with a strong background in Public Relations, Advertising, Business Development and Social Media Management. Familiar with Microsoft Office (Word, Excel, PowerPoint and Outlook) and Google suite of products (Google drive Docs, Sheets, Forms, and Slides). Possess excellent knowledge of social media such as Facebook, Twitter, WhatsApp, Skype and Instagram. Adept at writing Content for magazines, journals or social media.

## Key Skills

| Product Management | Corporate communications | Public Relations | Advertising | E-mail Marketing | Social Media marketing | Project Management | Business Development |

## Professional Experience

### **Viamo** as 3-2-1 Product Manager

Dec 21 Onwards

- Managed 3-2-1 day-to-day activities and handled content on the Viamo platform.
- Mastered all functionality of the Viamo platform for the creation and management of content trees with 3-2-1 best practices.
- Created and organized the content scripts with 3-2-1 best practices to share with the team for translation and recording followed by quality assurance to ensure that all received content was of high quality, in the agreed-upon format, and delivered on time.
- Monitored and tested the Service and solved any problems that arose.
- Handled relationship with Mobile Network Operator (MNO) partner and create reports monthly or as agreed.
- Engaged with key stakeholders to ensure that they saw continued value in the Service.
- Created 3-2-1 promotion messages with best practices and work with counterparts to schedule and send BTL messages to our target audience.
- Led the pre-testing of new 3-2-1 content for message quality and comprehension, while identifying, training, and supervising researchers for testing of content, according to 3-2-1 testing guidelines, and created summary reports for content improvement.
- Monitored and tracked all 3-2-1 related statistics and was the first to identify positive or negative trends that could inform decisions to improve impact.
- Piloted and tested to improve user experience and increase impact.
- Worked with the global 3-2-1 team to create and run pilots and test changes to the Service.
- Implemented and scaled improvements and new best practices.
- **Successfully did user research in various parts of Kenya to understand user needs for the Viamo platform.**

### **IEBC** as Voter Registration Clerk

Oct 21- Nov 21

- Publicized voter registration activities and BVR KIT Movement Schedule.
- Opened and closed the Registration Centre at the designated time.
- Facilitated the registration of voters.
- Collated and submitted registration data to the VRA on weekly basis.
- Reported the progress and challenges of the voter registration process to the VRA.
- Ensured security of the voter registration materials.
- **Part of the team that oversaw the registration of voters in the 2021 voter registration exercise.**

### **David Engineering** as Communication Officer

Jan 20- Nov 21

- Identified potential clients in the target market and complete appropriate research on the prospective client's business and equipment needs.
- Developed relationships with prospective clients, while maintaining existing client relationships.

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- Partnered with sales team to create contract-winning proposals for current and prospective clients.
- Negotiated contract terms with clients and communicated terms to stakeholders.
- Collaborated with design and production teams to ensure contracted product specifications were executed on time and as agreed.
- Analysed business products, processes, and operations, and remained up-to-date on industry news.

## **Pevans East Africa**

XXX 15- XXX 19

**2016-2019: Business Executive Advertising, Media Buying, Social Media Management, and PR (in charge of Kenya and Tanzania markets)**

- Developed and implemented communication strategies for different communication campaigns while optimizing advertising strategies for varying audiences and channels.
- Created media plans that detail and justified the media channels to be used for each specific campaign.
- Developed effective media buying strategies by optimizing plans and budgets according to the best media mix.
- Managed and maintained media budgets as well as implemented authorized plans, media payments, and purchase orders.
- Established and monitored performance benchmarks and media costs with agencies.
- Coordinated launch of media campaigns with the marketing department.
- Maintained contacts with media owners and ensured statistics, circulation, and viewing figures are up to date.
- Monitored and analyzed media campaign performances, and research results using a variety of tools.
- Conducted research on any upcoming products in the betting industry.
- Managed and monitored social media pages.
- Created social media content and developed social media strategies.
- **Successfully ran a campaign dubbed #sherules that so Pevans East Africa gain more than 20,000 users in a day.**
- **Successfully organized the “Dick Wathika Tournament” in 2018.**
- **Part of the team that organized the Everton in Kenya match in 2018.**

## **2015-2016: Office Assistant**

- Forwarded information by receiving and distributing communications; collecting and mailing correspondence; copying information.
- Handled supplies by checking stock to determine inventory levels, and anticipated requirements, placed and expedited orders, verified receipts, stocked items, and delivered supplies to work stations.
- Maintained equipment by completing preventive maintenance, troubleshooting failures, asking for repairs, monitoring equipment operation, and monitoring and purchasing meter funds.
- Managed office schedule by picking up and delivering items.
- Served customers by a backing-up receptionist, answering questions, forwarding messages, confirming customer orders, and keeping customers informed of order status.

## **Prior Years:**

2013: **Polling Clerk for Independent Electoral and Boundaries Commission (IEBC)**

2012: **Field Assistant at OMWASCO (Othaya -Mukurwe-ini Water Service Company)**

YEAR: **Field Assistant at USAID**

## **Internship:**

2014-2015: Intern at Forward Vision Communication

## **Education**

- Master's Degree in Corporate Communication from Daystar University
- Bachelor of Mass Communication (Public Relations Major).