

RESUME

JEDIDA WANJA NYAGA

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PROFILE SUMMARY:

A proactive undergraduate with 6 years' experience in sales and marketing, customer service and administration in the textile, tourism and hospitality industry. I am a highly motivated individual with excellent organizational, communication and customer service skills. I am a great team worker, keen on details, proficient in all Microsoft Office applications and a competent driver.

CAREER OBJECTIVE:

Seeking a position in a reputable organization in which my skills and qualifications can be utilized optimally to achieve the organization's goals and objectives as well as enrich my career growth and development.

WORK EXPERIENCE:

Organization: Kisasa Weavers Limited.

2020 June to Date

Position: Managing Director.

- Managing the attendance of walk in customers and follow ups of already existing customers on the services provided.
- Administration duties which included managing daily sales, taking monthly stock and overall running of the business.
- Developing marketing strategies for the business.
- Capacity building and training on business development techniques, products and sales.
- Compelling orders and supervising to make sure they are properly done and well delivered to our customers.

Organization: Karen Country Lodge

2014 November to June 2020

Position: Sales and Marketing Manager.

- Planned and executed sales trips to market the Lodge's products.
- Developing, designing and calculating attractive E- offers for individual companies and customers.
- Solicited business from local, regional and national organizations and other potential clients. Followed up on solicitation calls through business entertainment and site inspections.
- Managed and maintained contact with regular customers and key contacts.
- Monitored offers, bookings and cancellations with the aim of optimizing room occupancy and maintained high revenue.
- Responsible for smooth and rational work sequences in the sales department and cooperation with other departments in the lodge, in particular the reservations, food and beverage and banqueting departments.
- Represented the company in exhibitions and conferences relevant to the hospitality and hotel industry.
- Administrative, front office and procurement tasks.

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Organization: African Fund for Endangered Wildlife (K) Ltd **2012 April – July**

Position: Intern (Customer Service, Sales & Marketing Representative)

- Administration and Front Office tasks.
- Played a vital role in Marketing and selling the organization as a Nature Education Center and an important eco- tourism destination.
- Actively participated in environmental education and conservation activities and programs to include organizing and conducting ecology trips for school Children, yearly safaris for winners & workshops for teachers.
- Contributed towards the organization efforts to build capacity on environmental education and awareness.
- Generated and analyzed monthly reports on AFEW visitor donations and came up with action plans and strategies to increase the donations.
- Marketed AFEW programmes by ensuring that clients are given clear informative talks about the Centre's activities.

Organization: Kenya Wildlife Service Headquarters Nairobi **2011 April – June**

Position: Intern (Tourism – Guest Relation, Sales & Marketing)

- The Tourism Department- Conducted mainly paperwork and report writing of the daily activities in the Park.
- The Rhino monitoring department – Actively took part in the monitoring and tracking of the endangered black rhinos inside the National Park using the GPS. System. Nairobi Safari Walk – Conducted guided walks to the customers visiting the protected area and ticket inspection of all the outgoing guests.
- The Community Department – Participated in handling community welfare activities and projects that was associated to the Nairobi Park.

Organization: Beacon of Hope Centre Ongata Rongai **2010 April – June**

Position: Intern – Community Service and Development

- Worked on volunteerism at Beacon of Hope Centre with Out-Patient Customers in the organizations clinic.
- Served the customers and providing moral support for patients affected and Infected by HIV/AIDS.

ACADEMIC QUALIFICATIONS:

Strathmore University **2009 – 2013**

Bachelor of Science in Tourism Management - 2nd Class Honours

Hana Mixed Secondary School – Nsangi, Kampala **2007 – 2008**

Uganda Advanced Certificate of Education (U.A.C.E)

Moi Girls Secondary School – Isinya **2003 -2006**

Kenya Certificate of Secondary Education (K.C.S.E)

Kunoni Primary School **2002**

Kenya Certificate of Primary Education (K.C.P.E)

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PROFESSIONAL QUALIFICATIONS:

Alliance Francaise

2009 January – April

Certificate in French - Level 1

Infotech Training Centre – 2007 January to April

Certificate in all Microsoft Office Applications

CLUBS AND SOCIETIES:

General Secretary for Hospitality and Tourism Students of Strathmore (HATSS). 2012 – 2013

Member of Young Christian Society in Secondary School. 2003 - 2006

PERSONAL INTERESTS:

Interests: Tourism and travel, Event planning and organization.

REFEREES:

Mr. Emmanuel Ngumbi,

Head of Conservation Education Programs,

African Fund for Endangered Wildlife (K) Ltd. Giraffe Centre,

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