

VINCENT AREBA TOCHI

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PROFESSIONAL SUMMARY

Versatile and creative communications specialist, social media manager, and digital entrepreneur with 4+ years of experience in customer service, field sales, marketing, and digital content. Adept at creating high-engagement online campaigns, building youth-centered communities, and managing projects with a Gen Z tone. Known for creative storytelling, campaign execution, and a passion for digital transformation across traditional and emerging sectors.

CORE SKILLS

Social Media Strategy, Content Creation, Sales, Copywriting, Campaign Management, SEO Writing, Brand Storytelling, Event Management, Customer Experience, HTML5 & CSS, Git & GitHub, CV Optimization, Career Coaching

PROFESSIONAL EXPERIENCE

- Operations Associate – Uber

Jul 2025 – Present (Remote)

- Oversee daily operational logistics for ride-hailing across key zones.
- Contribute to data labeling for Uber's global image verification program.
- Maintained 15 sec/image processing time with 99% accuracy.

- Customer Service & Social Media Lead – Java House Africa

Jul 2021 – Oct 2024

- Pioneered location-based campaigns for Java House Meru, Kericho, Kisumu, and Nyali.
- Produced localized digital content, boosting engagement across platforms.
- Served as in-house barista trainer and coffee culture ambassador.
- Promoted to represent Java House in the coffee journey experience program, from farm to roastery.

- Co-founder & Sales Lead – Car Planet (Now PlanetAuto)

Nov 2022 – Present

- Developed the brand's identity and online presence.
- Managed inventory and digital sales of secondhand vehicles.
- Led rebranding campaign from Car Planet to PlanetAuto.

- Sales Representative (Real Estate) – Nyumbani Concepts

2021 – 2022

- Specialized in off-plan sales and prospect conversion.
- Delivered client-centered walkthroughs and presentations.

- Field Sales Executive – Fremara Solutions

2020 – 2021

- Marketed ERP systems to SMEs and trained clients on integration.

PROJECTS & INITIATIVES

- PLP Hackathon July 2025 – Portfolio Website
 - Built a fully responsive portfolio site using HTML5 and TailwindCSS.
 - Integrated resume download, animations, and GitHub deployment.
- JuaKazi (In Development)
 - Conceptualized a career networking app for the informal sector.
 - Focused on job matching, microenterprise hiring, and digital CV profiles.
- Mount Kenya Expedition Against Alcoholism (Youth-Led Campaign)
 - Co-led initiative to rally youth in central Kenya through adventure, purpose, and awareness.

EDUCATION

Bachelor of Arts (Ongoing)

Intermittent studies due to financial constraints. Continuing pursuit of academic excellence through flexible programs like the University of the People.

Kenya Certificate of Secondary Education – 2018

Gained solid foundation in communications, teamwork, and public speaking.

Certified Coffee Expert – Java House Africa

Trained in the entire bean-to-cup journey: farming, processing, roasting, and cupping.

TECHNOLOGY & TOOLS

Git & GitHub, Tailwind CSS & HTML5, Meta Business Suite, Google Ads, TikTok Ads, Canva, Figma (beginner), Microsoft Office, Google Workspace

Digital storytelling, social justice campaigns, mountain climbing, CV redesigns, mentorship, Gen Z engagement strategies, emerging tech and AI.

CERTIFICATIONS

- Kenya Certificate of Secondary Education (KCSE), 2018
- Barista Certification – Java House Africa (2021)
- Social Media Marketing – Google Digital Skills for Africa
- Customer Service and Experience Training – Java House Africa (2022)
- Coffee Cupping and Bean-to-Cup Journey – Java House Training Program (2023)

- Remote Work Productivity and Tools – Fuzu Global Workforce Program (2025)
- Introduction to HTML & Web Technologies – PLP Academy Hackathon (2025)
- Sales and Marketing Training – Fremara Solutions Limited (2020)

REFERENCES

Referees will be availed upon request.