**CAROLINE MUTHONI KARIUKI**

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**Executive Summary:**

Highly qualified professional with vast experience in Digital Media and Corporate Communications Management, in addition to a strong background in corporate communications projects and programs such as website contents, blogging, media and other online events. I am also proficient in all Social Media platforms including Facebook, Twitter, LinkedIn and Instagram.

Besides my Media and Communications degree, I also have supplemental certificates in Language and Business Management.

**Skills & Competencies:** Client management, analysis and event organization, internal and external communications, data management, and e-communications.

**ACADEMIC BACKGROUND:**

**Maseno University**

**Bachelor of Arts - Communication and Media Technology | 2002-2006**

* Major: Electronic Media
* Degree Awarded: Second Class honors (Upper Division)

**Professional Training And Certifications:**

* ABC Business Management Course (In Progress)
* First Aid
* Fire fighting

**WORK EXPERIENCE:**

**Marketing Communication Officer – ATS Travel: February 2018 to date**

* Developed integrated communications plans to analyze and document corporate objectives, target audiences, strategy and positioning, key messages, and specific tactical recommendations. Plan was presented to, and accepted by, senior executive team.
* Supported aggressive sales targets by creating new corporate literature and direct mail campaigns. Support included writing positioning statements, key messaging, and creative development.
* Gained industry, client and prospect exposure and generated 'warm' leads by ensuring the company was represented at trade shows and exhibitions. Created exhibit messaging and production; targeted literature; and provided overall logistical support.
* Managed team of direct reports.
* Oversee internal and external communications, including company newsletter.
* Persuasively announced and promoted company product launches and newsworthy events.
* Development of a client communications framework and process that meets the company’s ambition to deliver a best in class client experience.
* Initiated customer appreciation and courtesy calls successfully.
* Actively contributed to achieving 9% of last year’s earnings growth in earnings through production of informative and compelling content and campaigns.
* Increased lead generation by 15% last year by participating in demand generation initiatives; gracefully balanced multiple campaigns concurrently, meeting or exceeding all deadlines.
* Organize company events.
* Fostered, nurtured and maintained collaborative relationships with media and company executives.
* Lead company branding efforts, creating a new website, brochures,etc.

**Team Manager - Call Centre International Kenya: November 2015 to January 2018**

* Recommendations as per analysis of market trends helped change company policy and thereby increased retention of clients by 20%.
* Running the Sanlam Insurance Call center team of 21 people: 4 handling social media queries, 3 on incoming client queries, 5 on 24 hour emergency medical line, 5 on debt collection and sales, 2 on client retention and 2 on switchboard.
* Deliver feedback, and personal development plans to optimize performance and achieve business KPI’s and thus able to surpass KPIs set for over a year.
* Built strong relationships and maintain good working relationships with external and internal support functions.
* Resolved customer problems by clarifying issues, explaining best solutions and following up with cases.
* Creative thinking that provided a professional, fun, but results focused environment.
* Carrying out market surveys such as CSI and NPS to access and build the brand.
* Liaise with media for brand visibility and attend events to market the company.

**Customer Care Representative - Dlight Solar: December 2014 – November 2015**

* Educated customers and potential customers on the solar products.
* Maintained and increased personal knowledge of products and best services.
* Resolved customer problems by clarifying issues, explaining best solutions and following up with cases
* Built trust in the brand by responding helpfully and efficiently to client needs
* Keep accurate records of customer interactions
* Manage and educate users on the CRM and ensure the CRM was running smoothly
* Propose ideas and opportunities available to challenge competitor activities.
* Ensure all correspondence with customers on social media is handled in timely fashion
* Manage daily calls to customers (on trade outlets, off trade outlets,) verify and develop product sales with the respective sales representatives.

**BPO Executive - Technobrain International BPO: January 2014 – November 2014**

* Customer care representative (inbound calls, outbound calls – was the best at telesales calls for Dlight solar thus was hired by the company after one month of calls.
* Image management and clean-up for EBay.
* Research and Analysis (web based), market surveys and research.
* Content Writing and Quality audits.
* Data processing and back office life cycle management,
* Turnkey Helpline Projects for Microsoft.

**Flight Purser - Jetlink Express Limited: October 2009 – December 2011**

* Attend pre-flight briefing, during which air cabin crew are assigned their working positions for the flight.
* Carrying out pre-flight duties, including checking the safety equipment, ensuring the aircraft is clean and tidy, ensuring that information in the seat pockets is up to date and that all meals and stock are on board.
* Attend events to market the company at off location events.
* Resolved customer problems by clarifying issues, explaining best solutions and following up with cases.
* Inform passengers of the aircraft safety procedures and ensuring safety of passengers on flight.
* Facilitate and ensure smooth communication between cockpit and passengers
* Selling of duty-free goods and advising passengers of any allowance restrictions enforced at their destination.
* Give first aid to passengers where necessary.

**Banking Support Services Intern - G4S Ltd: May 2007– December 2007**

* Bundle cash according to Central bank specifications.
* Arrange pay packets for different organizations.
* Selling shares on behalf of Safaricom (Safaricom IPO Campaign).

**Sports Reporter - Intern| NTV | February 2006 – May 2006**

* Ensure that there are international sports news for the day
* Going to the field with a cameraman to source for stories
* Scripting stories for the 1, 4, 7 and 9 o’clock news.
* Ensuring that there are local stories for the 1, 4, 7 and 9 o’clock news.

**ACCOMPLISHMENTS**

* Built social media engagement for local tourism and won the Kenya Tourism Board #Digitalmanenos campaign
* To manage the social media sites and content and thus grew the following for Facebook from 67,000 to 72,041, Instagram from 6028 to 6428 and Twitter from 848 to 1419 followers
* Plan and organize for the ATS at 20 - anniversary Gala dinner and other company events
* Launch of the D20 and D30 home solar systems in Kenya for Dlight solar.
* NPS (CSI) for Sanlam Insurance

**REFEREES:** To be provided upon request