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PERSONAL PROFILE

A social media manager whose primary objective is to create social media strategies that work to reach the brand's audience. I am passionate about social media, and this has allowed me to build key relationships and create meaningful engagement.

I am also a certified perinatal mental health advocate who is keen on helping pregnant women and new moms get information, resources and support for their mental health. A confident team player who thrives on new challenges, has strong organizational skills and who is willing to learn.

QUALIFICATIONS SUMMARY

Social Media Management

As a social media manager, my skills include:

- Experience in content research and production
- An understanding of social media activities and the use of different social media tools
- Monitoring website performance on Wordpress as well as handling troubleshooting
- Managing the company's website (plugins, tools and database) as well as updating content on the blog regularly.

Trained Perinatal Mental Health Advocate

I am a trained perinatal mental health advocate, having undergone training offered by the Postpartum Support International (PSI) team. PSI is a worldwide organization representing the support groups that play a significant role in the prevention and treatment of perinatal mental illness. As one of the PSI coordinators in Kenya, I had the wonderful opportunity to attend this training in July 2019 in Portland, and virtually in July 2020.

The training is a thorough and evidence-based curriculum designed for professionals and perinatal mental health advocates. It equips one with skills and knowledge for assessment and treatment of perinatal mood disorders, and these have come in handy in the work that the organization I started, Postpartum Depression Kenya, does.

Communication

- As a peer supporter and founder of Postpartum Depression Kenya, I have interacted with many moms suffering from maternal mental illnesses. This requires a sound and empathetic approach, which has helped improve my communications skills. Knowing what to say, how to say it and when to say it makes a big difference in creating a non-judgmental space for moms who are mentally unwell.
- Working with clients on an online platform helped me develop great communication skills as well as dependability. This is because there are strict deadlines to work within and deliver quality content.
- Managing the Postpartum Depression Kenya social media pages has also given me great insight in creating and implementing social media campaigns in maternal mental health, developing a social content calendar as well as creating brand awareness.
- Strong and persuasive interpersonal skills. This has proved to be a priceless tool in providing an interface between the company and the customer.
- As a quality control analyst I gained strong communication and analytical skills. This included working with a team of well-trained individuals within tight deadlines and handing in reports both verbal and written.

Teamwork

- Joining the Tunza Mama team has sharpened my social media management and interpersonal skills. This is because part of my work entails linking the Tunza Mama caregivers with mothers and families who sign up for the birth and postpartum packages the company offers.
- Working alongside the wonderful team at Postpartum Depression Kenya has been a great opportunity to create solid relationships and to help advance the organization's mission.
- Working as a customer care representative, easy personal interrelations are of paramount importance. This works to foster mutually beneficial relationships with my colleagues as well as maintain rapport with our clients. This involved delegating daily tasks as well as coordinating various sub-departments within the Quality Control department.

Analytical

- As an online article writer, it is imperative that I am able to look out for errors in an article and correct them promptly, something which improved my analytical skills.
- Daily testing of pharmaceutical products required a keen eye and it is here that my analytical skills were honed.

WORK EXPERIENCE.

TUNZA MAMA www.tunzamama.co.ke

Position – Social Media Management (August 2019 –Present)

As a social media manager, I have helped Tunza Mama grow its online presence in the past one year. Some of my duties and responsibilities include:

- Managing content on the company's Wordpress website
- Optimizing the brand's website to make it SEO-friendly.
- Monitoring the website's performance.
- Defining the brand's online business strategy by identifying its goals and articulating its unique selling point.
- Assisted in the creation of Buyer's Persona for the brand.
- Growing the company's client base through social media marketing, SEO and currently working on paid ads.

Position – Content writer (February 2019 – August 2019)

Content writing at Tunza Mama has allowed me to write well-researched and insightful posts on maternal health. Tunza Mama is an incorporated company that offers personalized services for pregnant women and new mothers. My work entailed:

- Researching and writing relevant content to reach pregnant women and new mothers.
- Creating a strategic editorial calendar that allows the team to plan ahead for content to be created.
- Attending events that Tunza Mama holds in future, and sharing written content for the same.

FOUNDER - POSTPARTUM DEPRESSION KENYA (PPDKENYA)

January 2018 - Present

At PPDKenya, I oversee the organization's management, a registered CBO that was formed to offer psychosocial support for moms with PPD, as well as to advocate for maternal mental health in Kenya.

The CBO was formed by persons who have lived with Postpartum Depression, counseling psychologists as well as individuals who are passionate about maternal mental health. The team is fueled by the passion to raise awareness of maternal mental illness in Kenya and to make a difference so that moms need not suffer in silence.

PPDKenya previously ran *Elimisha Mama* (Swahili for Educate a Mother), its flagship project that offers psychoeducative sessions at the Antenatal Clinics of partnering hospitals. The program was on course at Akshar Health Facility (formerly Kikuyu Nursing Home), but is currently on hold due to challenges arising from the Covid-19 pandemic.

ONLINE MANAGEMENT (January 2018 – present)

Position – Social Media Manager, PPDKenya

Since I started PPDKenya, I have been managing the organization's social media presence with help from volunteers who offer their skills from time to time. In the past few months, I have been able to create impactful social media campaigns in Kenya's maternal mental health space, increased brand awareness, developed a social content calendar as well as increased engagement and traffic to the organization's social media pages.

List of Tools

1. Social Media Channels: Facebook, Twitter, Instagram, LinkedIn, Pinterest and Whatsapp
2. Platforms: Hootsuite, Buffer, Canva and LinkedIn
3. Software: MS Office Suite

- I analyzed PPDKenya's social media presence and engagement on all platforms
- Consistent engagement with followers who often reached out for information, help and support for their maternal mental health.
- Established the 'voice' of PPDKenya as an organization that advocates for maternal mental health, raises awareness and offers psychosocial support for affected moms.
- Grew the organization's Facebook following from 560 to 1639 from January 2018 to May 2019 – a 292% increase in less than two years.
- Created shareable content an average of two times to provide information and resources on maternal mental health, as well as to engage followers across social media platforms.
- Built relationships with other organizations in the mental health space including Mental 360, Still A Mum, Weza Dada and PDO Kenya.

PERINATAL MENTAL HEALTH ADVOCATE (July 2015 – present)

I am passionate about mental health, and more specifically, Postpartum Depression (PPD). As a PPD survivor, I have fought my way through the darkness that this mental illness was. I have come out on this other side and doing great now. Part of this advocacy includes:

- To raise awareness on Postpartum Depression in Kenya
- To reduce the stigma associated with PPD.
- To offer psychosocial help for affected moms through support group therapy whose sessions are held bi-monthly.

PHILIPPINES TRAVEL HUB (February 2015 – December 2018)

Position – Article Writer

Responsibilities

I was tasked with researching valuable content for Philippines Travel Hub, a Travel Company that provides a handy guide for getting around Philippines. Part of this work involved researching on destinations across different locations and putting out content for visitors in the region.

FREELANCE WRITER (September 2012- February 2015)

Position - writer

Responsibilities- writing articles for clients who would love to launch new products on their respective websites.

- Developing content for new brands on the respective blogs and social media platforms.
- Data entry jobs
- Getting content from online sources and presenting it in a way that is unique to the client's brand. This way, the client is able to optimize their website and direct traffic.
- Academic writing on a wide range of topics.
- I also had a stint at iwriter.com as a freelance writer.

EUROPA HEALTHCARE LTD. (February 2011- November 2011)

Position- Customer Care Representative

Responsibilities- creating integrated strategies to develop new clients as well as maintain good rapport with existing ones.

- Responding to customer inquiries and making a follow up on problems they may be facing.
- Handling complaints in a professional manner in accordance with company policies and upholding customer benefit at the same time.

- Assisting the sales team with new incoming requests in addition to maintaining quality.
- Placing orders for the wide range of medicines, and following up on payments.
- Arranging for special seasonal sales and promotions.

LABORATORY AND ALLIED LTD.

Position- Quality Control Analyst. (July 2009- January 2011)

Responsibilities- carrying out tests for tablets using physical parameters such as tablet hardness, friability, disintegration and weight variation.

-handling chemical tests for drugs using techniques such as extraction, titration, UV spectroscopy, Chromatography and Centrifuging.

-Revision of standard operating procedures for quality control.

-Sampling of drugs to be analyzed upon request.

-Maintaining stability studies and updating the records.

INTRA HARDWARE AND ELECTRICALS.

Position- Salesperson. (May 2009-July 2009)

Responsibilities- Handling sales and following up payments.

- Updating records and liaising with suppliers.

- Stock-taking as well as maintaining a growing client base.

- keeping a record of supplies as well as looking out for new products

EDUCATION AND QUALIFICATIONS.

2019 – Perinatal Mental Health Certificate

This certificate is offered by the Postpartum Support International, a worldwide organization that advocates for social support in the prevention and treatment of maternal mental illness.

2006- June 2009

BSc. Biochemistry and Molecular Biology (Second Class Honors Upper division)

Jomo Kenyatta University of Agriculture and Technology- JKUAT

The four year course entailed among others HIV/AIDS, Pharmacology, Pharmacognosy, Medical Biochemistry, Immunochemistry, Nutritional Biochemistry, Development Studies, Communication Skills and Social Ethics.

2002-2005

KCSE Mean Grade A minus

Maryhill Girls' High School

The subjects covered were Biology, Chemistry, Mathematics, English, Kiswahili, Computer studies and Religious Education.

1994-2001

KCPE 425marks out of 500

Thorn-tree Primary School

The subjects undertaken included Science, Mathematics, English, Kiswahili, Geography History Civics and Religious Education.

ADDITIONAL INFORMATION.

Nationality: Kenyan

Interests include fitness through home workouts, playing scrabble, traveling to new places, taking nature walks, enjoying sunsets and cooking. In addition I love taking part in charity walks for a good cause.

REFEREES

Available on request