

MAUREEN SULLE

Digital Marketing

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Content creation: E - mail
Campaigns, Newsletters and
posters.

Online marketing strategies

Content and digital asset
management

Marketing analytics

Social Media Management

Business Development

Knowledgeable Social Media Manager experienced in executing social media strategies across social platforms. Go-getter candidate eager to utilize analytical and research skills. Adept at event planning, media relations and social media management. Excellent communication skills with comprehensive understanding of communications industry. Detail-oriented team player with strong organizational skills. Ability to handle multiple projects simultaneously with a high degree of accuracy.

2022-10 -

Current

Social Media Executive

SPORTPESA, Nairobi

Handle customer queries via phone, via email or via social media

Educate current and potential customers with product and service information

Maintain accurate customer records

Identify and escalate priority issues to Team Leader

Actively participate in team meetings

Increased customer engagement through social media.

Developed marketing content such as blogs, promotional materials, and advertisements for social media.

Analyzed and reported social media and online marketing campaign results.

Monitored online presence of company's brand to engage with users and strengthen customer relationships.

2022-01 -

2022-09

Marketing Executive

KENYA TEA DEVELOPMENT AGENCY

Formulating and implementation marketing strategy and long-term business plans;

Develop work plan and budgets for the department for approval;

Overseeing execution of marketing work plan and budgets;

Delivery of agreed revenue and objectives on a monthly, quarterly and annual basis,

Conduct and deliver sales pipelines

Identify potential customers and pursue realization of such opportunities leading to revenue for the

Increasing traffic to a website or page.

Building a huge social media following.

Generating a large number of leads for a service or product.

applicable to the business units

Maintain records of customer details / sales visits and keep management informed

Conduct business reviews to ensure customers are satisfied with products and services

Support Customer Service and work closely with Operations and Documentation on the execution of customer service contracts.

2015-10 -
2019-11

Social Media Executive

PEVANS EAST AFRICA LTD

Increased customer engagement through social media.

Analyzed and reported social media and online marketing campaign results.

Analyzed marketing plan and social media strategies to identify strategic weaknesses and make recommendations for improvements.

Researched latest market trends and analyzed data to develop public relations strategies and tactics.

Devised content strategy to effectively engage target audiences.

Oversaw preparation of marketing copy, images, videos, emails, and other collateral.

2015-02 -
2015-10

IT administrator

HEN CREATIVE

Providing expertise and supporting during systems upgrades, installations, conversions, and file maintenance

Overseeing systems development and enhancement and the integration of new systems with existing systems

Keeping current with the latest technologies and determine what new technology solutions and implementations will meet business and system requirements

Supervising and providing n end-user services, including help desk and technical support services

Developing and implementing all IT policies and procedures, including those for security, disaster recovery, purchasing, and service provision

Managing servers, security solutions, network hardware and equipment

2014-11

WESTLANDS DENTAL CARE

Dealing with calls from patients and calling them if appropriate

Writing to them where necessary to chase payment or sending out reminders that they need to be seen for routine check-ups or further dental treatment

Using a diary/computerized diary system to book, switch and cancel appointments

General administration tasks, such as photocopying, scanning, faxing, printing and sorting/filing/sending forms

Handling payment from patients (cash, cards and cheques)

2012-09 -

Receptionist/office assistant

2013-09

DOTCOM LAPTOP GARAGE

Answering telephone and greeting visitors giving general information in response to inquiries

Delivering oral and written messages to unit members

Sorting and distributing incoming mail

Filing correspondence, memoranda, reports and other materials alphabetically, numerically or by other prescribed method

Maintaining routine clerical records, logs and data and compiles routine reports

Operating office equipment such as copiers, calculators, word processors, typewriters, data terminals, microfilm equipment or other equipment found in work unit

Word processing /typing routine letters, labels, reports and similar items from rough draft or clear copy

Enters data to departmental forms, making routine calculations and checking information for accuracy

Processing documents or forms per instructions.

2011-05 -

Customer service

2011-08

HOUSING FINANCE

Resolving customer complaints via phone, email, mail, or social media

Using telephones to reach out to customers and verifying account information

Greeting customers warmly and ascertain problem or reason for calling

Canceling or upgrading accounts

Suggesting solutions when a product malfunctions
Handling product recalls
Informing customer of deals and promotions
Selling products and services
Working with customer service manager to ensure proper customer service is being delivered
Closing out or opening call records
Compiling reports on overall customer satisfaction.

2010-01 -
2010-12

Receptionist / office assistant

NYASAE AND ASSOCIATES

Maintaining of proper files both paper documents as well as electronic records
Keeping records of appointments
Conducting researches
Photocopying of documents
Making copies of case files on the computers as backup
Organizing and schedule meetings
Writing down the minutes of a meeting.

2010-01 -
2010-12

Library Assistant

UNITED STATE INTERNATIONAL UNIVERSITY

Arranging library materials on the shelves
Issuing and returning of books at the issue desk
Issuing of course text books at the course text desk
Binding of torn or worn out materials for extended use in the collection
Providing references to users who needed references
Helping or showing students how to use the OPAC system
At the technical department is where I cataloged Classified, and enter materials the information materials into the system
Provided bibliographic access

2019-05 -
2022-12

BBA: IT – Marketing

Maseno University.

2009-05 -
2011-11

Diploma: Information Science

Inoorero University (Kenya School of Professionals Studies)

2023-01

ISO Certified

2020-06

Agile in Project Management

2008-08

Automation of Information Systems

Movies, traveling, reading, music.