

RACHEL NDERITU

COMMUNICATION STRATEGIST/WHISPERER

PERSONAL PROFILE

I am a seasoned professional with experience in client relations, strategy consulting and financial journalism. I have a keen interest in linking data to brand, communicating strategy and connecting brands to key investors and stakeholders.

Using my unique background and combination of communication skills, media savvy and business acumen, I am looking to build a career in strategic communications that deals with a wide range of corporate, investor, and public relations matters.

ACHIEVEMENTS

- Facilitated the successful launch of a new digital broadcast station and attracted advertisers, bringing revenue for the company
- Consistently created content that was in line with the brand and that helped link the brand to key stakeholders.
- Led the client service team at Brand Integrated Consulting.
- Successfully managed 20 clients, acting as a liaison between them and the company.

KEY TRAITS:

- Curiosity
- Insight
- Initiative to learn

REACH ME AT:

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SKILLS AND ABILITIES

- Communication (oral and written)
- Problem solving
- Leadership
- Analytical

ACADEMIC QUALIFICATIONS

May 2019- August 2019: ISA Africa (APReCoM Fast Track Program)

Industry developed and led program focused on public relations and communications.

Strathmore University (Graduated on 30th June 2017) Bachelor of Business Science in Financial Economics.

Pangani Girls' High School.

Overall grade: B+

CAREER HISTORY

MANAGEMENT TRAINEE

Consumer Group | August 2017 - February 2019

- Created broadcast and digital content for TV and their website
- Connected the brand to their anticipated clientele
- Participant of their management trainee program where I was trained for management through daily tasks and projects.

BUSINESS DEVELOPMENT AND CLIENT SERVICE

Brand Integrated Consulting LLP| October 2016 -August 2017

- Managed clients for the company
- Drafted proposals and pitched to prospective clients
- Participated in strategy sessions, working on the research and development phases.
- Planned and carried out the company's annual 'outreach' corporate event

ADDITIONAL PROFESSIONAL EXPERIENCE:

Intern- CNBC Africa

- I was involved in economic, financial and business content creation for international TV programming.

Cocacola billion Reasons to Believe Campaign

- Involved in content creation for the Coca-Cola blog. This involved writing on projects pertaining to Coca-Cola such as the 'Billion Reasons to Believe Campaign' and participating in the Coke Studio program.

Intern- National Treasury, Directorate of Economic Affairs

- I wrote reports and did research on the budget, taxes, the public wage bill, vision 2030 and did a macroeconomic analysis of the Kenyan economy.

Public Relations Assistant- Y-FI Africa

- Assisted with the creation of a proper publicity and communication plan.
- Created content for the organization's website.

Brands and promotions manager, Business Development Team, AIESEC Strathmore

- Facilitated communication with our audience, team and partners. This also involved coming up with email newsletters and presentations for the team.
- Helped to come up with new methods of communication and branding for the team, including the use of social media.