**LILIAN AKOTH OCHIENG’**

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**P.O BOX 556-00502.**

**Nairobi.**

**COPYWRITER, CUSTOMER SUPPORT AND VIRTUAL ASSISTANT.**

Meticulous and self-driven Communications and Public Relations individual with 4+ years of experience. Undertakes complex assignments, meets tight deadlines and delivers superior performance. Possesses practical knowledge in communication, copywriting, podcasts, public relations, writing, editing, proofreading, and related roles. I have used my extensive experience to develop superb organizational and problem solving skills. Fluent in **English, Swahili.**

**Core Competencies:**

* Stakeholder management
* Proofreading
* Writing and editing
* Copywriting and copy editing
* Content creation
* Administrative skills
* Data entry
* SEO Optimization
* Blogs and website posting
* Excellent emailing skills
* Business development and marketing
* Customer relationship management
* Advanced negotiation and mediation skills
* Social media management
* Corporate Communications
* Report writing
* External engagement
* Media strategy and Relations
* Leadership and People Management
* Translation

**WORK EXPERIENCE**

**Copy writer and Copy editor - LilyWriters**

**June 2021 to date**

**Re-origin Neuroplasticity Program**

*This role is primarily in everything of writing copies and artciles for the company. Roles include:*

* Social media copywriting
* Blog articles copywriting
* Email copywriting
* Direct response copywriting
* SEO copywriting
* Landing page copywriting

**Podcast, Communications and Public Relations Virtual Assistant**

**January 2021 to date**

**Lakeisha Clayton Agency (Women Empowerment Program for YouTube Podcasts)**

*This role is a support role for the Chief Executive Officer of LC Agency, accountability coach, Lakeisha Clayton, to manage all the public relations and communication activities for her women empowerment YouTube podcast program. Main responsibilities include:*

* Public relations virtual assistant
* Podcasts virtual assistant
* Schedule interviews for video podcasts.
* Research and source for podcast guests on social media platforms
* Research and book the CEO for interviews or public speaking on influencer’s podcasts.
* Writing and editing.
* Guests’ management and engagement.
* Copywriting and copy editing.
* Podcast calendar management

**Social Media and Fundraiser Volunteer**

**August 2020 to August 2021**

**Do It With Boldness Foundation-Nairobi Kenya**

*This role is primarily a support role for the Chief Operating Officer and Chief Executive officer to identify and apply for funding, grants most especially from individuals, Trusts, Foundations and Institutions, as well as developing robust fundraising strategies to assist meet long term sustainability for the organization. Main responsibilities include:*

* Crowdfunding
* Diversity and inclusion strategic planning
* Draft and review fundraising proposals
* Development and implementation of digital fundraising opportunities
* Social media management for the organization
* Research and implement funding opportunities with a view to improving cash flow within the organization.
* Benchmarking of digital fundraising portfolios
* Work alongside the Chief Operating Officer and Chief Executive Officer in order to balance time-cost ratios to focus effort on the most appropriate fundraising activities with the highest chance of success.
* Expand organizations online presence
* Improve response rates and increase online donor retention
* Set up, manage and update databases to record donor contact and preference information
* Work with the COO, CEO, trustees and senior staff management to develop an overall fundraising strategy to utilize and diversify income streams.
* Data analysis and recommendations
* Report writing
* Manage potential advertising into social media

**Data Remediation Analyst**

**December 2019- July 2020**

**Kenya Commercial Bank (KCB) - Limuru, Kenya**

*The role was a key support role within KCB leadership team. Alongside the Customer Service Manager, the data remediation analyst was primarily responsible for preparing source data for computer entry by compiling and sorting information. Main responsibilities include:*

* Design, Implement and Monitor customer inflow for the bank
* Team development, mentorship and coaching
* Planning, designing and execution of strategic program improvements discussions within the Customer care department
* Monitoring and evaluation of key trends within remediation field
* Data analysis, interpretation and presentation
* Develop and communicate the scope, priorities, processes, systems and tools of the performance management unit
* Write formal and high level performance reports for the department and country leadership.
* External client communication
* Client sensitization on bank projects
* Voucher collection and management
* Client feedback management
* Community outreach and partner management
* Knowledge Management
* Excellent work planning and prioritization

**Accomplishments:**

* Managed to reduce human traffic in the bank hall within the first two months
* Implemented a data accuracy program and we were able to reduce marginal errors by 50%.
* Managed to improve safety storage of accounts and later forwarded to AOPC successfully without losing any customers’ account opening documents.

**Communications Specialist- Internship**

**November 2018- July 2019**

**Yog East Africa- Nairobi, Kenya**

*This role was under the Communications and Marketing department. I worked primarily on management of Designed and distributed brochures and marketing materials for the company. Main* responsibilities included:

* Office Administration and Management
* People Management
* Customer Relations
* Social Media Management
* Media Relations
* Review and Analysis of current trends
* Write formal and high level reports for the department and country leadership
* High level report writing
* External Communications Management
* Conflict Resolution

**Customer Service Associate**

**August 2018- October 2018**

**Super Clean-Shine Company- Nairobi, Kenya**

*This role was based under the Operations Department. My core role was to perform liaison functions between the company and clients, advocating for the clients interest and developing a positive profile for the company in Kenya. Main* Responsibilities

* External and Internal Communication Management
* Customer relations
* Strategic company leadership
* Leadership and Team Management
* Asset management
* Budget process and management
* Risk and issue identification, analysis and resolution

**Digital Marketer Apprentice**

**Organic Life Plc**

**August 2017- August 2018**

*This was a startup organization and the above position was under the Marketing Department. I was in charge of all the online marketing activities at the organization.* Main responsibilities

* Implementing online marketing strategies.
* Designing and Implementing lead generation strategies
* Investor relations
* Company’s social media accounts management
* Designed marketing communication
* Customer relations

Achievements

* Increased service sales for the company by 30% within a period of one year.
* Increased the number of followers and viewership on the company's social media accounts.

**VIP and Protocol Volunteer**

**June 2017 - July 2017**

**International Athletics Association and Federation, Under Sports Kenya**

*This role was under the VIP and Protocol department administering guests’ management at JKIA International Airport,, the stadium and at accommodation areas during the world’s under 18 championship athletics event that was held in Nairobi, Moi international stadium*

Responsibilities

* Guests management
* Assisted guests with the necessary airport documentation and clearance
* Greeted and welcomed guests to Kenya from the airport
* Accreditation facilitation and management
* Followed up on guests traveling schedules
* Team leadership and management

**Public Communication Intern**

**May 2016- September 2016**

**Ministry of Sports, Culture and the Heritage**

*I was attached to the public communication department as a public communication intern under the public communication department that is in charge of all the communication roles and activities at the ministry.*

Responsibilities

* Internal and external communication management
* Social Media Management
* Organized and conducted press conferences
* Accompanied the cabinet secretary to various events
* Writing and editing speeches for the cabinet secretary
* Newspaper review and analysis
* Office Administration
* External Communication Management
* Customer relations
* Guests’ relations
* Media relations
* People management.

**EDUCATION**

* Bachelor’s Degree in Communication and Public Relations. Karatina University. 13th September 2013- 1st Dec 2017, 2nd Class Honors, Upper Division.
* Kenya Certificate of Secondary Education, B+ of 70 points from Nyabururu Girls High School. January 2009- December 2012
* Kenya Certificate of Primary Education. Kendu Bay Academy January 1999- November 2008

**REFERENCES**

**Please feel free to contact the under mentioned in regards to my competence, work ethic and performanc**e:

**Nicholus Kitinda**

**Head Business Banker**

**Kenya Commercial Bank, Limuru Branch**

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**Winnie Ayieko**

**Chief Executive Officer and Founder**

**Do It With Boldness Foundation**

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**Co-Founder**

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