

NDOLO BRIAN PETER

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PROFILE

An innovative and highly motivated individual with a keen eye for design and a proven ability to develop and implement effective communication strategies. My background in Genomic Science has equipped me with strong research and analytical skills, which I have successfully combined with practical experience in social media management and creative content creation. I am seeking a creative internship that will allow me to leverage my unique skill set and contribute to a dynamic team. I am eager to learn, share innovative ideas, and challenge conventional norms in pursuit of excellence within the design field.

EDUCATION

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

BSC GENOMICS, SEPT 2021 - PRESENT

Relevant Coursework: Entrepreneurship, Communication Skills, Hypermarket Access Skills, Research and Development.

EXPERIENCE**Debate Association of Kenya, Nairobi****Social Media Marketing**

Jan 2025 - Present

Responsible for developing and executing social media marketing campaigns to enhance the organization's visibility, engagement, and overall reach across Kenya. This involves:

- Creating and curating engaging content across various social media platforms
- Implementing social media advertising campaigns to target specific audiences
- Monitoring and analyzing social media metrics to measure the effectiveness of campaigns
- Staying abreast of social media trends and best practices

Administration and PR

March 2024 - December 2024

Collaborated with a team to implement social policies that maintained the organization's influence and significantly expanded its reach to remote areas of the country. Key responsibilities included:

- Assisting in the development and implementation of outreach programs
- Coordinating and managing PR events and initiatives
- Building and maintaining relationships with key stakeholders and media outlets

- Tracking and analyzing PR metrics to measure the effectiveness of campaigns

Achievements

- Successfully executed the second Athena Women's Festival, achieving representation from over 75% of the country through targeted social media campaigns and strategic PR outreach.
- Coordinated the second edition of KUDC, which included securing and managing participation from international representatives, thereby raising the event's profile.
- Played a key role in increasing the organization's overall reach by 45% through targeted social media campaigns and expanded PR efforts.

Kenya Model United Nations, Juja Kenya

Social Media Manager

Jan 2023 - March 2024,

Managed the social media presence of a new society within a diverse university community. Key achievements include:

- Developed and executed a comprehensive social media strategy that increased visibility and engagement
- Created and curated compelling content that showcased the society's activities and impact
- Managed online communities and fostered a sense of belonging among members
- Tracked and analyzed social media metrics to measure the effectiveness of campaigns

Achievements

- Played a key role in the society being awarded "Best Society of the Year" in both 2023 and 2024
- Increased recruitment by 50% in the second year through targeted social media campaigns and effective community management
- Maintained 100% retention rates by fostering a strong sense of community and belonging among members

Theatre Moguls

Creative Manager

April 2024 - Present, Nairobi

Spearheaded creative initiatives to expand Theatre Moguls' brand recognition, audience engagement, and overall reach. Key responsibilities include:

- Developing and implementing creative marketing campaigns to promote Theatre Moguls' productions and events
- Managing the organization's social media presence and online communities
- Collaborating with artists and other creatives to develop engaging content

- Overseeing the design and production of marketing materials

Achievements

- Increased subscriptions by 750% by December 2024 through innovative marketing campaigns and compelling content creation
- Secured sponsorships from 3 organizations by showcasing Theatre Moguls' value and impact

SKILLS

- Language Skills - Proficiency in English, Swahili, and French
- Soft Skills - Communication, Teamwork, Problem-Solving, Leadership, and Critical Thinking

REFERENCES

Available upon request.