



# ELIZABETH MUTHONI NDUNG'U

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## PROFESSIONAL SUMMARY

Enthusiastic and energetic professional with a wealth of knowledge and expertise having over eighteen years' work experience excelling in customer service, management, administration, sales and marketing, business communication, logistics and planning, property management among others. I am a creative and innovative problem solver, passionate about working with people in a client-focused, and highly interactive environment. I am result oriented and driven to be an asset in my workplace.

## SKILLS

- Strong analytical skills.
- Great communication skills both verbal and written.
- Report writing
- Training and preparation of training materials
- Strong decision making ability.
- Excellent leadership skills.
- Great organizational skills.
- Negotiation skills

## EXPERIENCE

Marketing Manager

January 2017 - June 2019

Brackenhurst Hotel and Conference

- Developed and implemented 12 new strategies and tactics annually to get the word out about our company and drive quality clients to our door-step.
- Oversaw the running of the whole campus, one week every month increasing efficiency in the campus.
- Assisted in achieving company-wide objectives through generating an average of 100 leads per event, seminar or trade show, resulting in a average of 3000 bed nights which meant at least 70% occupancy through-out the year.
- Established vendor and subcontractor negotiations and relations to ensure the company budget was accurately maintained, and measure the performance against our goals.
- Experiment with a variety of organic and paid acquisition channels - content curation, pay per paper click campaigns, event management, publicity, social media, lead generation campaigns, copy-writing, performance analysis, and much more.
- Produce valuable and engaging content for our website, newsletter and blog that attracts and converts our target groups.

Assistant Programme officer

August 2010 - November 2015

Mama na Dada

- Instituted task-force teams, 2 workshops per month training, and followed up with assessments.
- Worked with the program officer to develop and prepare proposals and implementation work plans (including log frames, activity schedules, monitoring and evaluation schedules) for submission to donors.
- Transformed the livelihoods of at least 50 women by training them on practical skills to use to start income generating projects, following up with implementation of the same.
- Provided assistance for monitoring and evaluation, and preparation of monthly, annual, and end-of-project narrative reports and other reports as required.

Standard Chartered Bank Team Leader

April 2006 - December 2008

- Acknowledged customer issues and resolved their problems quickly and efficiently.
- Increased market share for the bank by achieving our set monthly target of 1500 new business per month and often exceeding it.
- Initiated discussions with colleagues to discuss market information and strategies to generate 2 or 3 new markets and over 1000 new leads per month.
- Effectively communicated with other employees and upper management to ensure complete care of customers.

Property Manager

January 1999 - March 2006

Wamu House Properties | Nairobi, Kenya

- Completed background checks for tenant screening.
- Complied financial reports for each complex at the end of every month.
- Created and delivered notices regarding rent payments.
- Designed marketing strategies in order to reach more potential tenants and fill empty units, achieving 100% occupancy through-out the year.
- Carried out evictions in accordance with the law.

## **EDUCATION**

Higher Diploma

Kenya Institute of Management, Nairobi, Kenya

## **ACCOMPLISHMENTS**

- People against drugs group: Organizing secretary. An organization set up to rehabilitate people addicted to drugs and creates awareness of the same.
- Duties included:
- Running the day-to-day schedule.

- Planning the annual calendar plus logistical organization for missions.
- Visiting and adopting children homes for a specific period and goal facilitating tailor-made programmes, to help transform the children.
- Trained a team of a 100 youth and gave them a platform to use their talents