

ERICK MUIA WAMBUA

GRAPHICS & COMMUNICATIONS

Personal Details

Sex : Male
Date of Birth : 9th, May, 1996
Marital Status : Single
Nationality : Kenyan

Education

Laikipia University - Bachelor Degree

Graduate student at Laikipia University.
BA. Communication and Media.
(Second class upper division)

2015-2019

Chacha School of Computing

Certificate and Diploma in Computer
application

2014

Mumbuni Boys School

High School education. Mean grade of B
Constant

2011 to 2014

Experience

Fintech- Group Kenya

Role of Senior Marketing Executive
Since November 2022 to Date

Actuarial Services East Africa Limited

Role of Graphics and Communication Assistant
Since October 2019 to October 2022

Domain Africa Technologies Limited

Head of Public Relations and Business
Development

2018

Kenyatta National Hospital

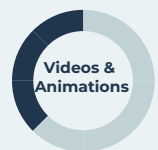
Three months attachment in Marketing and
Communications Department (From January to
March 2019)



About Me

Professional with a solid academic background and a demonstrated commitment to providing high quality customer service; described as a "take charge" person with exceptional Graphics and Communication skills.

Skills



Activities and Societies

Christian Union (Uttermost

Evangelistic Team {UET})

Laikipia University Human Rights Club

Character

Sociable.

Hummable

Interest

Cording

Playing Chess

Playing Football

Graphic Skills

- Designing web pages, brochures, logos, signs, books, magazine covers, annual reports, advertisements, and other communication materials.
- Creating these materials by hand or by using technology, including computer software programs. Adobe's Creative Suite—including Photoshop, Illustrator, InDesign, and more—is the standard in the industry, and most employers expect designers to be proficient with its programs.
- Meeting with clients to gain an understanding of what they want their proposed communications to look like. Create or incorporate illustrations, pictures, and designs to reflect the desired theme and tone of the communications.
- Selecting type size and style to enhance the readability of text and image.
- Producing drafts for review by clients and make revisions based on the feedback received.
- Reviewing final productions for errors and ensure that final prints reflect client specifications.
- Creating written, graphical, video, sound, or other multimedia content depending on your brief.
- Applying graphic design skills to sound and/or motion.
- Creating graphics, layouts, and pages for websites.
- Developing graphical user interfaces and usually work for web development companies.
- Creating the visual expression of the organization's key message or value. This is also a key aspect of brand identity — though in identity design, you carry the logo and design identity forward for all branding materials.
- Creating visual designs and electronic media to be used in television productions.
- Among other things, creating informational graphics known as infographics. This can be for print or digital application.
- Creating images and designs through, photography, and image editing.
- Developing brand identities.
- Creating and designing packaging for marketing and/or products in terms of both design and physical construction.
- Managing the production aspect of art generation and creation, with a focus on improving **efficiency and lowering costs**.
- Managing and coordinate between production artists and illustrators to make sure projects are completed on time and to the client's satisfaction.
- Managing creative team that creates visuals for product branding, advertising campaigns, etc.

Communication Skills

- Helping to develop communications strategies.
 - Writing, editing, proofreading and formatting copy.
- Working to publication production timelines.
- Supporting the public relations team with the creation of press releases and promotional collateral.
- Delivering to social media channels, website, app and publication content calendar.
- Executing communication strategies using customer relationship management databases and email direct marketing software and templates.
- Working alongside visual designers, copywriters, video producers and external agencies.
- Monitoring web, email and social media analytics and reporting to management.
- Organising events to promote key messages.

Public Relations Skills

- Creating with innovative and engaging public relations and media campaigns.
- Collaborating with other teams such as marketing and designers to create promotional content.
- Writing, editing and reviewing all media content and press releases.
- Handling any PR related issue that may arise.
- Maintaining good relationships with media houses.
- Focusing on marketing the company through partnerships and advertising.
- Keeping up with media and audience opinions regularly.
- Studying PR trends and use best practices.
- Regularly submit PR reports.
- Developing, writing and editing marketing and communications materials, including press releases, blog posts and social media content
- Promoting communications and marketing materials through appropriate social channels
 - Track analytics and create reports detailing successes and failures of communications campaigns
- Ensure that all communications and marketing material aligns with brand standards
- Maintain digital media archives including photos and videos
- Responding to media inquiries and perform media outreach to achieve brand placement in publications

Achievements

- Developed a Brand Manual document for Actuarial Services East Africa Limited
- Developed a Brand Manual document for Brooks Insurance Agencies Limited.
- Developed a Brand Manual for Mwavuli Pension Administration
- Developed a brand manual for Arima Fund Limited
- Developed a website for Brooks Insurance Agencies Limited (www.brooks.co.ke)
- Developed website for Arima Fund Limited (www.arima.co.ke)
- Managing Social media account for Actuarial Services East Africa Limited
- Managing Social media account for Brooks Insurance Agencies Limited
- Managing Social media account for Arima Fund Limited
- Managing Social media account for Mwavuli Pension Administration
- Among other things, creating informational graphics known as infographics for print or digital application for Actuarial Services East Africa Limited, Brooks Insurance Agencies Limited, Mwavuli Pension Fund and Arima Fund Limited
- Creating of branding materials such as Notebooks, Uppereal, Roll up banners, Backdrop banners, pens etc for Brooks Insurance Agencies Limited and Actuarial services East Africa Limited
- Developing communication, press-releases and marketing materials for Arima Investment Fund
- Photography and videography services which includes video editing and creating animations for Actuarial Services and Brooks Insurance Agencies Limited.
- Monitoring web, email and social media analytics and reporting to management.

NB: Brooks Insurance Agencies Limited, Arima Investment Fund and Mwavuli Pension and administration are products of Actuarial Services East Africa Limited (Sub Companies)

Portfolio

Click on the google drive link below or copy on your browser if id does not open.

THE LINK:

<https://drive.google.com/drive/folders/1Uh71UhSf5nwAMvXK4ILXyxYISQjsbRpG?usp=sharing>

Language

ENGLISH

Swahili

Kamba

References

Bernice Wabwire - Manager

Arima Fund Limited

Phone Line : +254 717 181581

Samuel Thimba - Manager

Brooks Insurance Agencies Limited

Phone Line : +254 721 471508

Joseph Nguu - CEO & Managing Director

Domain Africa Technologies Limited

Phone Line : +254 703 800222



Contact

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🏠 P.O Box 81

📞 +254 708 340 696

📍 Nairobi, Kenya

📘 Erick Muia 🐦 @erickmuia_muia

🌐 Erick Muia

LAIKIPIA



UNIVERSITY

*on the recommendation of Laikipia University Council
hereby confers on:*

Erick Muia Wambua

**The Degree of
Bachelor of Arts
(Communication and Media)
Communication Option**

Second Class Honours (Upper Division)

*With all rights, privileges and obligations thereto appertaining
presented at a congregation held at this University*

On this 6th day of December 2019

Vice-Chancellor



Deputy Vice-Chancellor
(Academic & Research)

Registrar
(Academic Affairs)



Official Academic Transcript

Admission No.: M18/2/00677/2015

Name : WAMBUA, ERICK MUIA

Year of study. 4

Prog. of Study.: BA (COMM&MEDIA)

SCHOOL OF HUMANITIES AND DEVELOPMENT STUDIES

Date of Admission: 02-09-15

Date of Graduation: 06-12-19

Course Code	Course Description	Academic Hours	Grade
BBAM401	Entrepreneurship	45.00	A
COMM420	Seminar 1-kiswahili	30.00	A
COMM421	Seminar 2-english	30.00	A
COMM431	Digital Graphics and Communication	45.00	A
COMM470	Technical Writing	52.50	A
COMM471	Diplomacy	45.00	A
COMM472	Communication and Law	45.00	B
COMM473	Communication and Ethics	45.00	B
COMM474	Current Topics in Communication	45.00	A
COMM480	Research Project 1&2	45.00	C
EPSC427	Personalities and Group Dynamics	45.00	A
LINS401	Communication and Information in Society	45.00	A

Averages :> Current...: 70.57% | Cumulative...: 68.00%

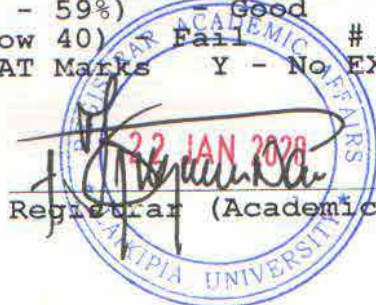
Recommendation: AWARDED THE DEGREE OF BACHELOR OF ARTS
(COMMUNICATION & MEDIA) -COMMUNICATION OPTION WITH
SECOND CLASS HONOURS, UPPER DIVISION

Legend:

A - (70% - 100%) - Excellent B - (60% - 69%) - V. Good
C - (50% - 59%) - Good D - (40% - 49%) - Fair P - Pass
F - (below 40%) - Fail # Audited + Retake * Missing Marks
X - No CAT Marks Y - No EXAM Marks CT - Credit Transfer

Signed

Registrar (Academic Affairs)



Printed on 07-01-20



Official Academic Transcript

Admission No.: M18/2/00677/2015

Name : WAMBUA, ERICK MUIA

Year of study: 3

Prog. of Study.: BA (COMM&MEDIA)

SCHOOL OF HUMANITIES AND DEVELOPMENT STUDIES

Date of Admission: 02-09-15

Date of Graduation: 06-12-19

Course Code	Course Description	Academic Hours	Grade
COMM330	Communication and Advertisement 1	45.00	B
COMM331	Info.tech,comm.systems and Social Change	45.00	A
COMM332	Internet Technologies and Communication	52.50	B
COMM340	Communication in A Global Context	45.00	B
COMM351	Communication in Marketing and Sales	45.00	C
COMM353	Legal Aspects of Business Communication	45.00	A
COMM354	Leadership and Management	45.00	A
COMM370	Communication and Advertisement	45.00	A
COMM371	Interpretation/ Translation in Communication	45.00	A
COMM372	Communication and Development	45.00	A
COMM380	Introductory Research Methods	45.00	B
COMM381	Advanced Research Methods	45.00	C
COMM390	Field Attachment	60.00	A

Averages :- Current...: 70.32% | Cumulative...: 66.72%

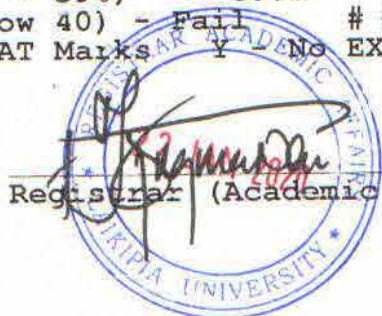
Recommendation: PROCEED TO YEAR FOUR OF STUDY.

Legend:

A - (70% - 100%) - Excellent B - (60%- 69%) - V. Good
C - (50% - 59%) - Good D - (40%- 49%) - Fair P - Pass
F - (below 40) - Fail # Audited + Retake * Missing Marks
X - No CAT Marks Y - No EXAM Marks CT - Credit Transfer

Signed

Registrar (Academic Affairs)



Printed on 07-01-20



Official Academic Transcript

Admission No.: M18/2/00677/2015

Name : WAMBUA, ERICK MUIA

Year of study: 2

Prog. of Study.: BA (COMM&MEDIA)

SCHOOL OF HUMANITIES AND DEVELOPMENT STUDIES

Date of Admission: 02-09-15

Date of Graduation: 06-12-19

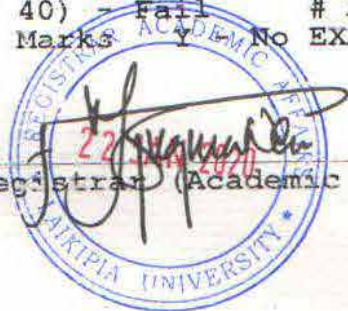
Course Code	Course Description	Academic Hours	Grade
COMM230	Information Technology 1	52.50	B
COMM231	Desktop Publishing	45.00	B
COMM240	Culture and Communication	45.00	B
COMM241	Interpersonal Communication	45.00	B
COMM242	Gender Issues in Communication	45.00	B
COMM243	Public Speaking	45.00	A
COMM250	Written Communication in Business	45.00	A
COMM251	Oral Communication in Business	45.00	B
COMM252	Organizational Communication	45.00	A
COMM253	Public Relations	45.00	C
COMM261	Photo-journalism	45.00	B
COMM262	Print Media	45.00	B
COMM270	English for Specific Purposes	45.00	B
COMM272	Communication and Analytical Criticism	45.00	A
Averages > Current...: 66.51% Cummulative...: 65.01%			
Recommendation: PROCEED TO YEAR THREE OF STUDY.			

Legend:

A - (70% - 100%) - Excellent B - (60% - 69%) - V. Good
C - (50% - 59%) - Good D - (40% - 49%) - Fair P - Pass
F - (below 40%) - Fail # Audited + Retake * Missing Marks
X - No CAT Marks Y - No EXAM Marks CT - Credit Transfer

Signed

Registrar (Academic Affairs)



Printed on 07-01-20



Official Academic Transcript

Admission No.: M18/2/00677/2015

Name : WAMBUA, ERICK MUIA

Year of study: 1

Prog. of Study.: BA (COMM&MEDIA)

SCHOOL OF HUMANITIES AND DEVELOPMENT STUDIES

Date of Admission: 02-09-15

Date of Graduation: 06-12-19

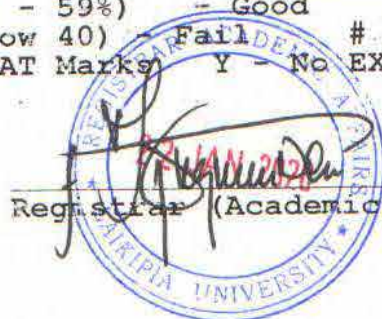
Course Code	Course Description	Academic Hours	Grade
COMM100	Introduction to Communication	45.00	C
COMM101	Historical Development of Communication	45.00	C
COMM102	Communicative English	45.00	A
COMM103	Basic Study and Library Skills	45.00	B
COMM104	Intro.to Business Communication	45.00	A
COMM105	Introduction to Mass Communication	45.00	B
COMM106	Rhetoric	45.00	A
COMP101	Introduction to Computer Application	52.50	B
COMS101	Communication Skills 1	45.00	D
ENSC100	Introduction to Environmental Science	45.00	B
EPSC121	Introduction to Social Psychology	45.00	D
HURI111	Human Rights	45.00	B
KISW221	Mbinu Za Mawasiliano Katika Kiswahili	45.00	C
SOCI101	Introduction to Sociology	45.00	A
Averages > Current...: 63.51% Cumulative...: 63.51%			
Recommendation: PROCEED TO YEAR TWO OF STUDY.			

Legend:

A - (70% - 100%) - Excellent B - (60% - 69%) - V. Good
 C - (50% - 59%) - Good D - (40% - 49%) - Fair P - Pass
 F - (below 40%) - Fail # Audited + Retake * Missing Marks
 X - No CAT Marks Y - No EXAM Marks CT - Credit Transfer

Signed

Registrar (Academic Affairs)



Printed on 07-01-20



CHACHA SCHOOL OF COMPUTING & BUSINESS STUDIES

DIPLOMA

This Diploma is Awarded to

Wambua Erick Muia

Upon Successful Completion of a Course In

Diploma in Computer Applications

Covering the Following:

- ▣ Computers & Computing
- ▣ Proficiency in Word Processing
- ▣ Proficiency in Spreadsheet
- ▣ Proficiency in Database
- ▣ Design
- ▣ Computer Systems & Applications
- ▣ P.C Repair & Maintenance
- ▣ Office Automation

Average Score: **B+ (Distinction)**

And is hereby awarded this certificate on: **20th, August, 2016**

Signed:

Director

Training Manager



Computer Society of Kenya
Accredited Institution



CHACHA SCHOOL OF COMPUTING



& Business Studies

Tel: 0724035484/0701478760

Email: admin@chachatec.co.ke

ACADEMIC TRANSCRIPT

Name of Student:WAMBUA ERICK MUIA.....

Course: **Diploma in Computer Applications**

Registration No.....CSC 0257.....

Year:2016.....

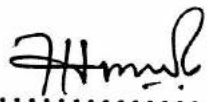
CODE	SUBJECT	DESCRIPTION	GRADE
CSCDA	Computers & Computing	Fundamentals & Basics	A
CSCDA	Proficiency in Word processing XP	Word Processing	A-
CSCDA	Proficiency in Ms-Excel XP	Spreadsheets	B+
CSCDA	Proficiency in Ms-Access XP	Data Bases	B
CSCDA	Adobe PageMaker / Ms-Publisher	Desktop Publishing(PageMaker)	B+
CSCDA	Computer Systems & Applications	Computerized Accounting	A
CSCDA	PC Repair & Maintenance	Computer Repair	B
CSCDA	Office Automation	Basic Programming	A-
CSCDA	Project		B+
MEAN GRADE			B+

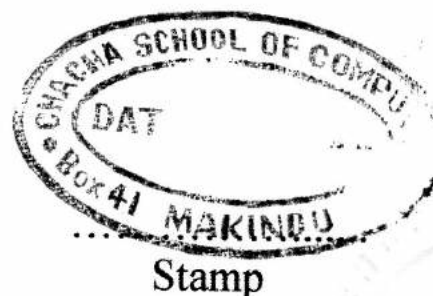
Key to Grading System

- A- 70% to 100% Distinction
- B- 50% to 69% Credit
- C- 40% to 49% Pass
- D- 39% & Below Fail

Date Issued20108116.....

Signed.....
Tutor

..........
Director



**ETC**

Accredited Training Member

FLAMETREE COMPUTER TRAINING CENTRE

MAKINDU BRANCH, P.O BOX 214 – 90138 MAKINDU, CELLPHONE:- 0724 292 786, EMAIL: - flametreecomputers@gmail.com

Certificate of Achievement

This is to certify that

ERICK MUIA WAMBUA

Has successfully completed a 3 month Computer Course and attained the following grades in:-

<u>SUBJECTS</u>	<u>GRADE</u>	<u>SUBJECTS</u>	<u>GRADE</u>
❖ INTRODUCTION TO COMPUTERS	DISTINCTION	MICROSOFT PUBLISHER	DISTINCTION
❖ MICROSOFT WINDOWS	DISTINCTION	ADOBE PAGEMAKER	DISTINCTION
❖ MICROSOFT WORD	DISTINCTION	MICROSOFT POWERPOINT	DISTINCTION
❖ MICROSOFT EXCEL	DISTINCTION	EMAIL & INTERNET	DISTINCTION
❖ MICROSOFT ACCESS	CREDIT		

And in recognition thereof awarded this certificate

Given under our hands on the 28TH *day of* APRIL 2015

SERIAL NO. FCTC/MKD/M-A/451

FLAMETREE COMPUTER
TRAINING CENTRE
DATE 28/04/2015
CELL PHONE: 0724 292786


TUTOR




DIRECTOR

FLAMETREE COMPUTER TRAINING CENTRE

BRIDGING THE GAP IN RURAL ICT

P.O BOX 214 - 90138 MAKINDU, CELLPHONE:- 0724 292 786

EMAIL: - flametreecomputers@gmail.com

Tuesday, 28TH April, 2015

Dear Sir / Madam,

REF: OFFICIAL LETTER OF RECOMMENDATION

This is to confirm that **ERICK MUIA WAMBUA** Adm. Number **FTCT/MKD/M-A/451**, has completed all requirements for the award of a certificate in computer applications. This student has studied and practiced Computer packages for two hours per day for a period of three months and has shown competency in all the subjects studied.

We appreciate every consideration you give to our student and recommend him to be part of your company / institution with all due reference from **FLAMETREE COMPUTER TRAINING CENTRE**. Please feel free to contact the institute if you require any information.

With Regards,

Flametree computer training Centre



Mr. CALEB NDAMBUKI - DIRECTOR



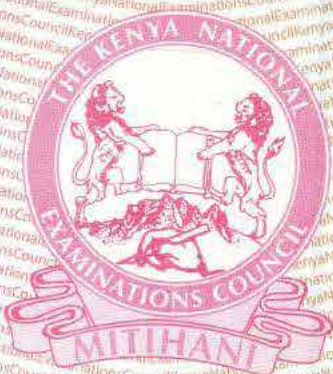
Ms. WINFRED MUTUA - TUTOR

The Kenya National Examinations Council



KENYA CERTIFICATE OF SECONDARY EDUCATION

This is to certify that the candidate named below sat for the Kenya Certificate of Secondary Education examination in the subjects shown and attained the grades indicated.



12301703/066



NAME: WAMBUA ERICK MUJA
MUMBUNI HIGH SCHOOL

M1 12301703/066

SUBJECT

- | | |
|-----|-------------------------------|
| 101 | ENGLISH |
| 102 | KISWAHILI |
| 121 | MATHEMATICS |
| 232 | PHYSICS |
| 233 | CHEMISTRY |
| 311 | HISTORY AND GOVERNMENT |
| 313 | CHRISTIAN RELIGIOUS EDUCATION |
| 565 | BUSINESS STUDIES |

GRADE

- | |
|------------|
| B (PLAIN) |
| C+ (PLUS) |
| B- (MINUS) |
| B- (MINUS) |
| B+ (PLUS) |
| B- (MINUS) |
| B+ (PLUS) |
| C (PLAIN) |

SUBJECTS NAMED EIGHT MEAN GRADE B (PLAIN)
EXAMINATION OF YEAR 2014
PRINTED : 150922:00042496



Chief Executive Officer
Kenya National Examinations Council



Chairman
Kenya National Examinations Council

This is a secure document using special paper and inks.
Please hold it up to the light to verify that the word
BARAZA LA MITHANI and the "ORIGINAL"
embedded thread can be seen through the paper.
Not valid without a hologram.

(See overleaf for conditions of issue)

KCSE /14 1056774



NATIONAL POLICE SERVICE

C. 24A



DIRECTORATE OF CRIMINAL INVESTIGATIONS

DIRECTORATE OF CRIMINAL INVESTIGATIONS HEADQUARTERS

P.O.Box 30036-00100 GPO

NAIROBI, KENYA

Ref. No. PCC-AAAJTUY5

Date. 09 June 2019

POLICE CLEARANCE CERTIFICATE

I hereby certify that the fingerprints recorded from

ERICK MUIA WAMBUA

holder of ID No. **33337126** have been searched in Criminal Records Office's database with/without previous record. The validity of the information on this certificate is as of the date of issue.

REMARKS IN CASE OF PREVIOUS RECORD

OFFENCE(S): NIL

RESULTS OF TRIAL: NIL

DATE: NIL

This Certificate has been issued without any alteration or any erasure

(P.M. Ndunda)

For: Director, Directorate of Criminal Investigations

(P.T.O.)

NOTE: This is a computer generated certificate, to verify the authenticity of this document, send DCI to 21546

Identity Card Photos

