

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

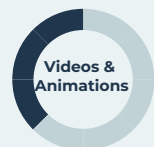
Three months attachement in Marketing and
Communications Dipartment (From January to
March 2019)



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:

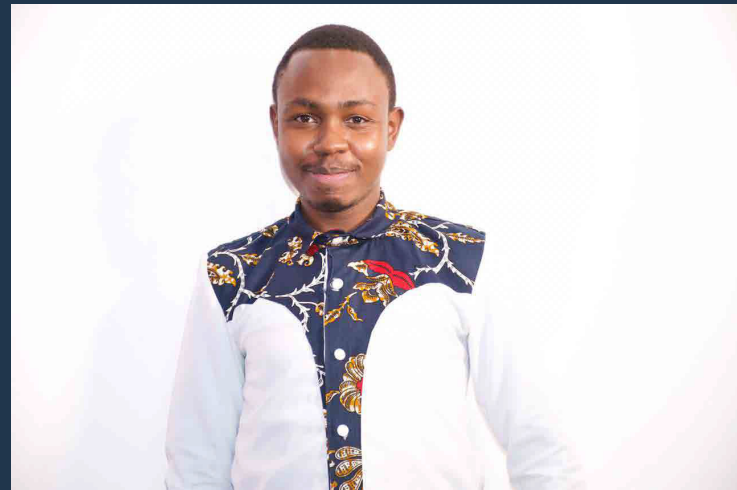
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Language

ENGLISH

Swahili

Kamba



Contact

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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

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