

# Mabonga Esther Nekesa

P. O. Box 30197-00100, Nairobi  
Tel: +254 (723) 848578  
[Nekmen44@gmail.com](mailto:Nekmen44@gmail.com)

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## Web Communications

I am a multi-talented web communications professional who has increased website visits by over 40 per cent, through implementing innovative online strategies. Coupled with strong administrative skills, I have diligently designed functional website content development and update systems that ensure a steady flow of information from various multimedia. My creative background in film, arts and design give me the confidence to tailor solutions for any organization seeking to improve online user experiences.

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## Key competences

- Web Communications
- Web analytics
- Social media savvy
- Writing, editing and proof reading
- Administration
- Filming, camera operator and production managing

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## Education

Bachelor of Arts in Linguistics - 2009  
Moi University

Diploma in Integrated Management Information Systems - 2004  
Strathmore University

KCSE certificate O'Levels - 2003  
Statehouse Girls

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## Languages

English (fluent), Swahili (native) and Luhya (native).

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## Professional Experience

Current employer: University of Nairobi

Position held: Web Support Officer

Period: March 2015 to date

Duties:

- Developing dynamic and creative content for the website
- Updating and engaging audiences on social media
- Website statistics analysis and reporting
- Maintain brand standards across all digital platforms
- Receiving content intended for update
- Placement and update of content in line with the guiding standard
- Implementing the recommendations of the College Website Committee
- Participating in website-related training

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Current employer: Center of Creativity Services

Position held: Web Communications

Period: August 2014 to date

Duties:

- Improving the Center of Creativity Services and the Amazing Kids Kenya web pages to enhance user experience
- Developing dynamic and creative content for the website
- Engaging audiences on social media
- Carry out market surveys and use data to improve traffic and user experience
- Website statistics analysis and reporting
- Maintain brand standards across all digital platforms

Reason for leaving: Seeking new career challenges

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Previous employer: **Center of Creativity Services**

Position held: Administrator

Period: August 2014 to September 2014

Duties:

- General administrative support with direct assistance to the Executive Director
- Planning and coordination of various complex events essential for kids, teens and youth development
- Managing client databases for efficient storage and retrieval of pertinent information
- Creating the Centers website and keeping it functional and accessible to the public for the Center's services and activities.
- Designing various publications, brochures, posters and fliers for dissemination
- Undertaking accounting/finance tasks that include petty cash management, book keeping, budgeting and reporting
- Maintaining file records (paper and electronic) for future reference
- Responding or drafting responses to a wide range of correspondence and other communications
- Carrying out quality control function for outgoing documents including proofreading

Reason for leaving: Promotion

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Previous employer: **Vibrant Creations**

Position held: Business Developer

Period: October 2012 to July 2013

Duties:

- Sourcing new clients and maintaining relationships

- Responding to client feedback and managing brand reputation
- Client database management and optimisation
- I undertook prioritization and handling of incoming correspondence, reports and inquiries

Reason for leaving:

Reached career ceiling

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Other experience:

**Internships/part-time**

Period:

October April 2010 to September 2010

Duties:

- I interned at Baraka FM as a reporter. My duties entailed news collection from various fields, script writing, recording news features and advertisements
  - I worked with Mambo Talk Bloggers in recording voice overs which were used to explain various information blogged.
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## **Volunteer Work**

I have worked for the Media Department at Sound of Abundance Church since August 2016 to Dec 2018; In camera operating, photo and video editing and creation of, updating and engaging audience on all Social Media platforms.

I have worked for the Media Department at Faith Evangelistic Ministry since October 2012. I operate professional cameras, direct and manage live broadcasts. I also provide creative input.

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## **Major Achievements**

- Revamped the Centre for Creativity services website, resulting in new interactive pages that keep the audiences engaged
  - Increased website visits by more than 40 per cent
  - Introduced a Blog that has been influential in maintaining client relationships
  - Designed several brand products that aligned outreach to the organisation's objectives
  - Developed administrative processes that helped streamline financial management and were critical in reducing company costs
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## References

Ruth Mukunga  
Executive Director  
Center of Creativity Services  
P.O. Box 4091, Nairobi  
Tel: 0729 713 775  
[creativityservices.ccs@gmail.com](mailto:creativityservices.ccs@gmail.com)

Enock Chinyenze  
Communications Specialist  
United Nations Environment Programme  
Box 30522-00100, Gigiri  
Tel: 0723 562 900  
[enock.chinyenze@unep.org](mailto:enock.chinyenze@unep.org)

Paul Kariuki  
Deputy Director  
ICT Centre  
University of Nairobi  
Tel: 0728 093782  
[pkariuki@uonbi.ac.ke](mailto:pkariuki@uonbi.ac.ke)