

# ESTHER NEKESA

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I am an enthusiastic Public Relations and Communications professional with over 9 years of experience as highly skilled and adaptable Professional, I possess a strong ability to effectively and strategically manage communications and brand reputation while cultivating mutually beneficial relationships. Demonstrating a proven track record, I have successfully implemented communication plans with an impressive 70% success rate. My unique creative background serves as a valuable asset in my role as a liaison, enabling me to facilitate the creation of compelling content and deliver tailored solutions to meet diverse needs. I am also globally accredited by the Chartered Institute of Public Relations.

## EXPERIENCE

### MARCH 2015 – CURRENT

#### SENIOR PR AND COMMUNICATION OFFICER, UNIVERSITY OF NAIROBI

- I am part of a team that drives and supports communication efforts at the University of Nairobi- Implementation of Communication and website policy and plans; write and implement PR Campaigns; An achievement is that of No.1 trends in Kenya every time the University holds graduation. #UoNgraduation

I manage communication with Internal and external stakeholders (through various University's platforms and media)

- I write articles for the corporate websites and Faculty websites - ([uonbi.ac.ke](http://uonbi.ac.ke))
- Manage and plan corporate events
- Developing communication materials ([Varsity Focus](#))
- Media relations
- Media monitoring

### SEPTEMBER 2013 – FEBRUARY 2015

#### COMMUNICATION OFFICER, CENTRE OF CREATIVITY SERVICES

I improved the Center of Creativity Services by creating web pages, writing articles, uploading content and enhanced user experience for visitors of Amazing Kids Kenya web pages (<https://amazingkidskenya.com/>)

- I developed dynamic and creative content for the website which improved traffic to the website and packaged the products offered in a user-friendly manner.
- I created the Amazing kids Facebook page and interacted with the consumers which increased consumer engagement by 50%
- Carried out market surveys using feedback by the regular consumers and used data to improve traffic and user experience through email marketing
- I conducted website statistics analysis and reporting which helped in creating targeted content and increasing clients
- I maintained the brand's standards across all digital platforms by regularly posting of content and marketing the upcoming programmes.
- I conducted budgeting activities, reporting work, procurement among others. This facilitated availability of funds for each of the holiday programmes that the company held.

**JAN 2011 – AUGUST 2013**

**BUSINESS DEVELOPMENT EXECUTIVE, VIBRANT CREATIONS**

- I was involved in sourcing for new clients thereby increasing the company's client base by 20%
- I maintained key business relationships by negotiating friendly publishing rates
- I responded to client feedback on the services offered and timely responses to queries raised.
- I managed and improved the brand's reputation by regularly updating the clients on the company's services and special offers.
- I undertook client database management and optimization hence client retention

**EDUCATION**

**OCTOBER 2023 – CURRENT**

**UNIVERSITY OF NAIROBI**

Enrolled in Master of Arts in Communication

**AUGUST 2024**

**CHARTERED INSTITUTE OF PUBLIC RELATIONS, UNIVERSITY OF NAIROBI ACCREDITED TEACHING CENTRE**

Professional PR Diploma

**DECEMBER 2009**

**BACHELOR OF ARTS LINGUISTICS AND LITERARY STUDIES, MOI UNIVERSITY**

**SKILLS**

- Strategic media relations
- Communications Management
- Public Relations
- Digital Activation
- International relations
- Brand Management
- Customer relationship Management

**ACTIVITIES**

- I have acted as the Director, Corporate Affairs in his absence and managed to run the directorate in all its functions.
- I host a podcast called, 'Be Different' as a means of leadership and mentorship especially for young girls and women.
- I have initiated and led a Community clean up exercise that brought together neighbours and groups of friends
- I have driven social media campaigns with a success rate of 80%
- I have volunteered in Faith Evangelistic Ministry, Kenya, through Media support

**REFEREES**

Mr. John Orindi  
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