**Career Profile**

**Name**: Zaina Nazir

**Personal Information**

Nationality: Kenyan

Birth date: January 10th 1987

Gender: Female

**Skills**

1. Excellent oral and written communication skills.
2. Ability to learn new software applications.
3. Attention to detail, good planning and organizing skills.
4. Customer-service orientation.
5. Reliability.
6. Proven ability to work independently, manage multiple projects and meet tight deadlines.
7. Strong background in client relations.
8. Proficient in a number of different computer applications.
9. Hands-on team member who is known for going the extra mile.

**Pillars of success**

* God consciousness
* Honesty
* Teamwork
* Quick learning and Continuous improvement
* Effective Communication

**Contact information**

Mobile: 0713 500 286

 Email: getzaina@gmail.com

**Professional Experience**

2017- Present: **Business Owner**

Company: Mombasa Packs

Type Of Business: Packaging

2016- 2017: **Marketing Manager**

Company: Rahma Broadcasting

Duties:

1. Monitoring and analyzing market trends.
2. Studying competitor’s services to develop competitive edge.
3. Exploring ways of improving existing services, and increasing profitability.
4. Identifying target markets and developing strategies to communicate with them.
5. Preparing and managing marketing plans and budgets.
6. Managing the production of promotional material.
7. Liaising with other internal departments such as Production to develop content.
8. Producing reports to monitor results.
9. Presenting findings and suggestions to company directors or other senior managers
10. Travelling to conferences and sales meetings.
11. Supporting and managing a marketing team.

2015-2016: **Sales and Marketing Associate**

Company: Rahma Broadcasting

Duties:

1. Responding quickly and resourcefully to client requests or concerns.
2. Using creative selling techniques to increase sales.
3. Develop new business opportunities to meet trends
4. Help develop and implement strategic sales plans.
5. Facilitate client requirements meetings – both in person and/or remotely using current online presentation applications
6. Stay current with client needs, competition, and industry trends
7. Deliver sales presentations/proposals to prospective clients with a successful closing rate.
8. Develop and manage client & agency relationships.
9. Manage projects to make sure that they get completed in a timely manner.
10. Responsible for assisting with sales/marketing and advertising campaigns

Oct 2007-2015: **Radio Presenter**

Company: RahmaBroadcasting

Duties:

1. Produce and host a women’s talk show that deals with Religious and social issues affecting the modern Muslim woman.
2. Produce and host a children’s radio show primarily focused on fun but educational activities inline with the country’s Madrassa and school curriculum.
3. Produce and host an evening Drive show on Religious, political and social topics that affect the society.
4. Run On-air Activations for brand awareness and advertisements for clients.

Sept 2010: **Assistant Newspaper Editor**

 Rahma Times

Company: Rahma broadcasting, Mombasa

Duties: 1.Write and edit articles for the Radio's newspaper and its lifestyle magazine.

 2. Plan for the distribution of the paper in the region (coast).

Oct 2006-Oct 2007: **Attachment –Administrative Secretary**

 Rahma Broadcasting, Mombasa

Duties:

1. Performed various secretarial/clerical duties such as documenting, photocopying, mailing, and organizing filing system.
2. Filed and recorded corporate documentation, electronic files, inventories and reports.
3. Answered telephones and transferred calls to appropriate staff members.
4. Sorted and distributed incoming communication data.
5. Interacted with organizational staff, executives, clients, vendors and visitors on a daily basis.
6. Organized the scheduling of meetings, conferences, and events; distributed minutes for them.
7. Coordinated agendas for meetings with visitors and clients.
8. Maintained the office database – retrieved and organized information for individual employees and clients.
9. Established and implemented administrative policies and procedures for the office.
10. Filed and recorded corporate documentation, electronic files, inventories and reports.

**Education**

2018(Studying): **Islamic Online University**

 **B.Sc. in Psychology**

2004: **Kilimanjaro Academy**

 Completion of O-levels

Certificate: KCSE B-

2000: **St.Teresa Academy**

 Primary Education

Certificate: KCPE 534 marks out of 700.

**Other Skills**

**Skill Level Years practiced**

1. Microsoft office intermediate 7
2. Cool edit Pro 2.0 intermediate 4 1/2

**Languages**

**Language Level**

1. English Fluent
2. Swahili Fluent
3. Arabic Learner

**References**

**Name Company E-mail Telephone**

1. **Veronica Mweu**  Rahma Broadcasting Veronica@radiorahma.co.ke +254 720 391 218

Station Manager

2. **Hussein Muhammad** Rahma Broadcasting Hussein@radiorahma.co.ke +254 704 176 931

Chief Accountant