

# HILDA NYOKABI GICHINGA

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## PROFESSIONAL SUMMARY

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Experienced leader with a diverse skillset encompassing customer service, business development, and digital marketing. Proven ability to empower teams, implement successful strategies, and achieve outstanding results. Passionate about fostering a positive work environment and driving organizational growth strategies.

## EXPERIENCE

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### NAHODA TECH

Nairobi, Kenya (Remote)

#### Digital Marketing Specialist

May 2023 – Present

- Crafted brand storytelling elements that resonated with the target audience for 300+ posts for social media.
- Managed multiple copywriting projects simultaneously, meeting deadlines consistently.
- Collaborated effectively with designers, marketing teams, and stakeholders to deliver high-quality copy
- Created content that consistently generated high user engagement.

### DEKINGS TRADERS

Nairobi, Kenya

#### Business Development Lead

Jan 2022 – May 2023

- Managed a team of 5 Business Development Representatives, providing mentorship and guidance that resulted in an increase in performance by 30%.
- Maintained & reconciled departmental expenditures against a \$12,000 budget, ensuring cost-effectiveness and accuracy.
- Conducted outbound calls & emails to potential customers daily, leading to 12% increase in sales pipeline month over month.

### STATE BANK OF MAURITIUS

Nairobi, Kenya

#### Customer Service and Operations Associate

August 2018- Dec 2021

- Successfully led a team of 8 to organize a successful product launch and marketing campaign for Platinum Visa cards that saw over 75% uptake of the SME portfolio and over 150+ high-net-worth clients signed up.
- Exceeded targets by 150% through strong relationships with clients and recognized as top cards sales officer for 3 consecutive years.
- Conducted daily check-ins with employees to ensure quality standards were being met and provided feedback for areas of improvement, reducing the number of customer complaints by 10%.

### CHASE BANK

Nairobi, Kenya

#### Cash Officer

August 2015- August 2018

- Advised over 200+ women entrepreneurs on credit lending through the Goldman Sachs 10,000 women initiative with a 90% success rate.
- Maximized foreign exchange income for the bank by expertly negotiating rates with vendors, generating an additional \$20,000 in annual profit.
- Reduced fraudulent cash transactions by 30% through successful implementation of new anti-fraud strategies (AML and KYC).

### NIC BANK

Nairobi, Kenya

#### Call Centre Representative

Jan 2015-March 2015

- Received an average of 200 calls per day and successfully managed caller expectations by providing accurate information in a timely manner.
- Completed 3,000 customer calls, ensuring inquiry resolution and fostering positive relationships with customers.

## EDUCATION

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### STRATHMORE UNIVERSITY

Nairobi, Kenya

#### Bachelor of Business Science

March 2010- June 2014

#### Financial Economics

## ADDITIONAL INFORMATION

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**Skills:** Mastery of Microsoft Office (Word, Excel PowerPoint) and Google Suite, Figma, Canva

**Hobbies and Interests:** Event Management, Avid Swimmer and Content Creation