

Irene A. Osegere

Marketing Communications Leader

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Qualifications

Experienced marketing professional with proven success in the delivery of marketing and communications efforts. Skilled listener who can synthesize information and create actionable planning. Talented communicator recognized for creating engaging and captivating written and verbal presentations that attract interest and expand sales opportunities.

- Digital/ Online/Search Marketing
- Press/Media Relation
- Social Media & Email Marketing
- Content Development
- Relationship Management
- Storytelling
- Partnerships Management
- Strategic Planning
- B2B Communications
- Branding
- Product Marketing
- Copywriting Expertise
- SEO Specialist
- Public Relations
- Advertising
- Communication Management

Career

Marketing and Communications Specialist, Orient Travel & Tours Agency, October 2018 to November 2020

Experience

- Saved the company over 25000 AED a month by eliminating 3rd party content creation requirements and designing a marketing strategy for all channels in the firm's portfolio for off-air marketing, trade marketing, social media, and press communications.
- Increased new user acquisition by 100%, capturing more than 250,000 users by implementing new marketing strategies that targeted online ads, social media, and search engine optimization.
- Increased credibility and client awareness by developing both technical and non-technical marketing collaterals and presentations, giving the online company image and customer engagement a 200% boost.
- Built marketing and product strategies based on detailed analysis of more than 200,000 monthly active online users, driving major changes to social engagement and decreasing drop off rates.
- Served as strategic advisor and counsel for consumer engagement and ultimately creating meaningful connections with consumers on the company website and social Media channels.
- Developed content for media relations, corporate communications, and social Media (Facebook, Instagram, Twitter, and LinkedIn) maximizing consumer confidence by 150% and helping to maintain a positive corporate image.
- Produced comprehensive pitch decks, used for internal research and marketing giving the employee and customer engagement a 200% boost.
- Determined optimal combination of media outlets for promotional campaigns and allocated resources according to consumer data analysis.
- Cut delivery times through consistent tracking and monitoring of project timelines and aggressive pursuit of management approval of digital collaterals and budget.
- Supervised the marketing department's monthly analysis of customer acquisition data and campaign performance, applying my technical understanding of advertising concepts to increase the efficiency of the department.
- Led the integration of sales and marketing to establish best practices that improved customer response 10%
- Managed health and wellness campaign that helped reduce employee migraine complains by over 60%

Continued...

Additional Experience Media & Marketing Partnership Coordinator, Strategic Marketing Exhibitions & Conferences, May 2018- September 2018
Communications and Public Relations Executive – (Rep. Office) Ministry of Culture and Tourism of Azerbaijan, March 2016 to April 2018
Creative Copywriter – Radio Africa Group, March 2013 to February 2016
Quality Analyst – Ken call EPZ Ltd, March 2011 to February 2013
Customer Service Executive – Kenya Airways, March 2010 to February 2011
Independent Financial Advisor – UAP/Old Mutual Insurance, October 2006 to July 2008

Education **Associate of Arts: Travel and Tourism Management Foundation 2010**
East African School of Aviation

Associate of Arts: Travel and Tourism Consultancy 2010
East African School of Aviation

Professional Training

- Neuro-Linguistic Programming Practitioner
- Google Digital Marketing
- CCPC Professional Copywriting Course
- Spanish, Intermediate
- Arabic Intermediate
- French Basic
- Swahili Native/Bilingual

Awards Best Upcoming Creative Writer
Award of Excellence for Innovative Messaging
Award of Excellence for Outstanding Advertising
Outstanding Communications for Crisis Communications

Personal Kenyan
UAE Driver's License
Own Visa