

RESUME:

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Ms. Fracia Nyambura Muhoho

CAREER OBJECTIVE:

Seeking a position where leadership, Management, Creativity, Consultancy and Marketing will be utilized.

PERSONAL PROFILE:

Interactive, Fast-learner, Self-motivated, able to work under Pressure and Deliver results and also Analytical.

RELEVANT KEY SKILLS:

Competent in the following skills.

- ❖ Initiating new projects from inception
- ❖ Marketing skills
- ❖ Selling skills
- ❖ Presentation skills
- ❖ Able to work with people of different backgrounds
- ❖ Negotiating skill
- ❖ Good in MS office computer packages
- ❖ Report writing skills.

WORKING EXPERIENCE:

2022 June to date : Masinde Muliro University of Science & Technology
Administrator School of Arts and Social Sciences

2014 to 2022 May : Masinde Muliro University of Science & Technology

- i) Administrator &
- ii) Marketing Officer Nyanza Region

Duties & Projects Undertaken

- a) Creating awareness about Kisumu City Campus and Courses offered
- b) Recruiting new students
- c) Implementing mechanisms that assist in retaining new students
- d) Working on overall brand of the Campus
- e) Foreseeing the start off of Kisumu City Campus from inception

Projects Undertaken from Inception

- a) Partitioning of the new venue at Tuffoam Mall Kisumu
- b) Coming up with Reception and Office Design and its implementation
- c) Basic equipping e.g. white boards, student & library sits, computers, office equipment etc.
- d) Establishing the library; making shelves, tables etc.

2015 to 2022: Masinde Muliro University of Science & Technology

Part time lecturer – Kisumu City Campus

Courses

Entrepreneurship
Quality Management
Principles of Marketing
Supply Chain management
Business Communication

2012-2015: Mount Kenya University (Kakamega)

Part time lecturer

Courses

Entrepreneurship
Sourcing for employees
Business law

2009 & 2012: Jitihada business plan competition - Kakamega

Trainer of trainer & Business advisor

(One of my Trainees Business Plan won, in the category of Women Entrepreneurs)

2009 to date: MASINDE MULIRO UNIVERSITY (Kakamega)

Part time lecturer

Courses

- ❖ Entrepreneurship
- ❖ Advertising strategies
- ❖ Public relations & psychology of crisis management
- ❖ Supply chain management etc

**2006 to 2013: KENYA INSTITUTE OF MANAGEMENT
KAKAMEGA**

LECTURER

COURSES

- ❖ Marketing Management
- ❖ Sales Management
- ❖ Marketing Research
- ❖ Consumer Behavior
- ❖ Consultancy Human Resource
- ❖ Consultancy Marketing
- ❖ Bridging course in English
- ❖ Warehousing & Stock Control ACPSM 2
- ❖ Marketing Skills in Enterprise Management DED3

2005 to 2006: MOBILE PHONE WAREHOUSE- CELTEL DISTRIBUTOR

Sales Representative – Kakamega town

DUTIES

- ❖ **Managing the sales section and Monitoring the outlets run by Entrepreneurs who sold CELTEL products**
- ❖ Selling mobile phones
- ❖ Selling of CELTEL products e.g. credit cards and lines

- ❖ Handling after sale services to customers
- ❖ Compiling sales records and reports
- ❖ Handling customer complaints.

EDUCATION

2008: MASINDE MULIRO UNIVERSITY OF SCIENCE & TECHNOLOGY

MBA (Marketing option)

Influence of corporate social responsibility on reputation of commercial banks in Kakamega municipality

1999: CATHOLIC UNIVERSITY OF EASTERN AFRICA

BACHELOR OF COMMERCE

Marketing Option

1993: PANGANI GIRLS HIGH SCHOOL

Kenya Certificate of Secondary Education passed with mean grade

of **B plain.**

PROFESSIONAL COURSES

2016 to date: Marketing Society of Kenya

Executive Diploma for Senior Managers (On-line course) Continuing

2013: Kenya Institute of Management

Certified Monitoring & Evaluation

2015: Chicago Institute of Business (On-line Course)

10 Soft Skills

2015: Chicago Institute of Business (On-line Course)

Human Resource Course

SHORT TRAINING:

2017: SALARY AND REMUNERATION COMMITTEE - MMUST

Job Evaluation Training

2012: KENYA INSTITUTE OF MANAGEMENT

Personal Branding for success

2010: KENYA INSTITUTE OF MANAGEMENT

Corporate Governance

2001: KICHER AND ASSOCIATES-TRAINING & MANAGEMENT

CONSULTANTS **Customer Service**

2000: AMANI COUNSELLING CENTRE
Basic counseling skills I & II

MEMBERSHIP TO PROFESSIONAL BODY

- ❖ **Marketing Society of Kenya (MSK)**
- ❖ **Kenya Institute of Management (KIM)**

PERSONAL DETAILS:

Hobbies and interest: Reading, Writing, Listening to music, Singing, Drawing and
Visiting new places

REFEREES:

Dr. Kenneth Otieno

Director Kisumu City Campus
Masinde Muliro University
190, Kakamega
0729753489

Dr. Dishon Wanjere

Director PSSP
Masinde Muliro University

Caleb Ngare

Principal Ayweo Secondary School
Ahero
072120930