Joyce Njeri Gicheha

Communications Specialist/Officer based in Nairobi, Kenya
Phone: (+254)746 803 403 | **Email:** joycenjeri336@gmail.com | **LinkedIn:** Joyce Gicheha

PROFESSIONAL SUMMARY

Results-focused Communications Officer and First-Class Honors Computer Science graduate with a proven track record of managing end-to-end editorial pipelines, increasing web traffic by 23%, and synthesizing complex technical concepts for global audiences. A versatile project manager experienced in high-volume publishing, stakeholder relations, and team supervision across corporate, non-profit, and tech-focused digital ecosystems.

CORE SKILLS

• Content Strategy • Digital Publishing • Digital Analytics • Research & Information Synthesis • Project Management

PROFESSIONAL EXPERIENCE

GoFundMe, CoinGecko, and more — **Nairobi, Kenya**
Communications Consultant — *January 2022 – Present*

- Manage the end-to-end editorial pipeline, researching, writing, and publishing 1,000+ articles annually for GoFundMe, CoinGecko, and more global platforms, using SEMrush, Yoast SEO, and Google Analytics to optimize content across concurrent projects and increase client web traffic by 23% so far.
- Execute rapid 24-hour turnaround deadlines and manage complex stakeholder revision cycles with a 100% on-time completion rate.

Ashinaga Africa Initiative — **Kampala, Uganda**
Program Coordinator — *May 2021 – August 2021*

- Designed lesson plans in Java and Android Development and facilitated delivery of technical concepts (Android Studio, Git, and OOP theory), successfully guiding 42 students with zero programming skills to build, debug, and launch their first mobile application on the Google Play Store.
- Supervised student teams of four through a 6-week community sanitation project, tracking progress through daily follow-ups and distributing a $200 departmental budget with zero cost overruns.

Cellulant Corporation — **Nairobi, Kenya**
Consumer Analyst — *May 2020 – August 2020*

- Designed and implemented customer acquisition strategy through agents' recruitment and technical skills training in Malawi Mula, initiated incentivization and mobile targeting in Zimbabwe at Stanbic Bank and implemented Facebook targeting, SMS activation and Speed pay email and in-branch activation in Zambia.
- Analyzed demographic daily reports of active users and Cellulant Revenue per User to determine optimal targets, competitor offerings and tactics for persuasion. In 3 months, monthly active users increased by 8,100 while Cellulant revenue per user increased to $0.50 up from $0.34.

Equity Bank — **Nairobi, Kenya**
Customer Relationship Officer — *May 2019 – July 2019*

- Coached 40 bank agents on the use of android tablets while processing bank transactions and issued over 500 Equitel sim cards to Equity Bank customers countrywide. Revenues from mobile and agency banking increased to 43.5% of the bank's total income up from 33.7%.

PUBLICATIONS

- Author of the mental health awareness book "Darkness Never Stays Too Long," managing the research, writing, editing, and formatting process of a 40,000-word manuscript across a 5-year cycle and successfully self-publishing on Amazon Kindle.

EDUCATION

African Leadership University (ALU) — **Kigali, Rwanda**
BSc. (Hons) Computer Science — *September 2017 – May 2022*

- **Academic Tier:** First Class | 4.17/5.0 GPA

TOOLS & LANGUAGES

Tools: • Microsoft 365 • Trello • WordPress • Google Analytics • Python • SQL • Excel
Languages: • English • Swahili