

JANE KENDI

Media & PR Professional / Digital Storyteller / Creative Strategist

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Personal Profile

Dynamic and results-driven communication professional with over two years of experience in multimedia content creation, public relations, and digital strategy. Proven ability to craft compelling content, manage brand reputation, and engage stakeholders through innovative communication tools. Passionate about driving awareness, growth and engagement through strategic storytelling.

Education

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|--------------|---|
| 2023 –2025 | Bachelor of Science in Media and Digital Communication |
| | Zetech University |
| OCTOBER 2022 | Certificate of Social Media Marketing |
| | Great E-Learning |
| 2016 - 2019 | Diploma in Journalism |
| | Kenya Institute Of Mass Communication |
| 2012 - 2015 | Kenya Certificate of Secondary Education |
| | Chuka Girls' High School |
| 2003- 2010 | Kenya Certificate of Primary |
| | Little Friends Academy |

Skills

- **Communication:** Expert in crafting impactful messages across written, visual, and oral formats.
- **Public Relations:** Proven experience in media monitoring, reputation management and strategic communication planning.
- **Content Creation:** Skilled in producing multimedia content (graphics, videos, articles) tailored to diverse audiences and platforms.
- **Social Media Management:** Proficient in using digital platforms (Facebook, X, Instagram, LinkedIn) to drive engagement and grow brand presence.
- **Negotiation & Conflict Resolution:** Effective in resolving customer concerns with empathy, tact, and persuasive communication.
- **Critical Thinking:** Innovative problem-solver capable of generating creative, data-driven, and practical solutions.

- **Project Management:** Capable of managing multiple campaigns and communication projects under tight deadlines with strong organizational skills.
- **Stakeholder Engagement:** Experienced in planning and executing outreach initiatives that strengthen relationships with internal and external stakeholders.
- **Brand Communication:** Able to maintain consistent messaging across digital and traditional channels to reinforce brand identity.
- **Research & Analysis:** Adept at gathering and analyzing data to inform strategic decisions and improve communication outcomes.
- **Teamwork & Collaboration:** Adaptable team player with strong interpersonal skills and leadership capabilities.
- **Time Management:** Able to prioritize workloads and meet set goals in fast-paced environments.
- **Technical Tools:** Proficient in Adobe Photoshop, Adobe Premiere Pro, Canva, Microsoft Office Suite, Google Workspace and Google Analytics.

Professional Experience

1ST OCT 2021- 16TH APRIL 2025 Letshego Kenya Limited

Position: Tele Collection Officer

Responsibilities:

- Engaged clients via calls to resolve loan-related issues, ensuring timely repayments and strong rapport.
- Utilized active listening and empathy to craft customized payment solutions that resolved long-overdue debts.
- Delivered daily performance reports to management to enable transparency and data-driven decision-making.
- Partnered with legal and operations teams to address and close complex repayment cases.

Key Achievement:

- Reactivated dormant client accounts, some dating back to 2002
- Built lasting client relationships, enhancing satisfaction and loyalty.
- Played a key role in improving organizational cash flow through efficient collections.

18th JAN 2025-18th APRIL 2025 Letshego Kenya Limited, Head Office

Industrial Attachment: Communication & Digital Marketing Department

Responsibilities:

- Developed SMS loan reminder alerts to improve client payment compliance.
- Created a relocation communication plan for the City Branch including social, email, and ad campaigns.
- Designed product marketing posters for Medical, Family Protection and Personal Accident Cover.
- Designed visually compelling auction posters that contributed to successful property sales.
- Built an interactive staff training pitch deck on data protection and information security.
- Designed a Fraud Alert Campaign rollout strategy across digital channels such as social media, email and website platforms.
- Planned and executed stakeholder engagement strategies for the branch relocation event.

Key Achievement:

- Improved staff employee awareness and compliance with privacy laws through interactive training material.
- Boosted auction success rates and improved brand consistency with redesigned marketing visuals..

12th JULY 2021 - 30TH SEP 2021 Transsnet Kenya Limited

Position: Swahili –Content Auditor

Responsibilities:

- Reviewed and approved Swahili content for publication on the ‘More App’.
- Worked with creators to develop hashtags and trending narratives.
- Categorized and organized up to 800 stories daily for smoother publishing workflows.

27TH JAN 2020-30TH JUNE 2021 Kenya Red Cross Society /Kenya Red Cross Training Institute

Position: Multimedia Assistant / Public Relation Intern

Responsibilities:

- Supported the creation of the 2021 Communication Strategy.
- Documented projects through photos, videos and articles across several counties.
- Managed social media pages, increasing engagement through tailored content.
- Tracked media coverage and produced weekly and quarterly publications

Key Achievement: Featured content in “E-news” and “Reach Out” magazine.

8th JAN 2018 – 8th APRIL 2018 Kenya News Agency

Position: News and Feature writer Intern

Responsibilities:

- Covered local events across Meru County.
- Researched and wrote in-depth news and feature stories for publication.
- Collaborated with editors to refine stories for public consumption.

OCTOBER 2016 – OCTOBER 2017 Educational Community Radio (Kenya Institute Of Mass Communication)

Position: Radio Presenter

Responsibilities:

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- Hosted gospel shows “Nyota Ya Baraka” and “Utukufu Jiwa”.
 - Conducted interviews and interactive talk segments.
 - Built a loyal listenership with engaging and inspiring content.

Additional Information

Key Campaigns:

- Contributed to Kenya Red Cross Society’s 2021 Communication Strategy.
- Drove impactful social media campaigns at the Kenya Red Cross Training Institute.
- Created multi-channel campaign materials for Letshego’s City Branch relocation.

Hobbies

- Creative Writing | Content Creation | Styling | Travel

Referees

Shaleen Andisy Ombiri

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