

GRACE WAMBUI

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PROFESSIONAL SUMMARY

I am an organized and detail-oriented professional with expertise in email and calendar management, project coordination, and research. With strong proficiency in productivity tools such as Asana, Trello, Notion, and Google Suite, I excel in streamlining administrative tasks, managing complex projects, and ensuring efficient workflows. My experience in content creation, social media management, and lead generation adds a creative edge to my work, enabling me to enhance productivity and support business growth. I am currently seeking a Virtual Assistant role where I can apply my skills to contribute to team success and organizational goals.

PROFESSIONAL SKILLS

- **Administrative Support:** Proficient in using calendar management tools, email platforms, and document preparation software to efficiently handle meeting scheduling, travel planning, and executive support tasks.
- **Email and Calendar Management:** I efficiently organize and prioritize emails and schedule meetings, ensuring smooth communication and time management.
- **Project Coordination:** I oversee project timelines, tasks, and deliverables, ensuring team alignment and the successful execution of objectives.
- **Research:** I conduct thorough research to gather relevant data, supporting informed decision-making and content development.
- **Social Media Management:** I create, schedule, and manage social media content, boosting engagement and brand visibility across platforms.
- **Content Creation:** I develop high-quality written and visual content that aligns with business objectives and resonates with target audiences.
- **Lead Generation:** I identify and engage potential clients, using targeted strategies to generate new business opportunities.
- **Task Management: Tools:** I am proficient in tools like Asana, Trello, and Notion, using them to streamline workflows and enhance productivity.
- **Client Communication:** I maintain clear, professional communication with clients, ensuring their needs are met promptly and efficiently.

PROFESSIONAL EXPERIENCE

Freelance

Virtual Assistant

November 2023 – Present

- Managed email inboxes and calendars for multiple clients, ensuring meetings, appointments, and follow-ups were organized efficiently and promptly.
- Coordinated various projects, creating timelines and delegating tasks using tools like Trello, Asana, and Monday.com to keep teams aligned and deadlines met.
- Conducted thorough research for content creation, marketing strategies, and business proposals, delivering actionable insights and valuable data to clients.
- Created and scheduled engaging social media content across platforms like Instagram and LinkedIn, helping clients increase their online presence by 25%.
- Developed client documents such as presentations, reports, and spreadsheets using Google Suite, ensuring professionalism and clarity.
- Led lead generation efforts by identifying new prospects, initiating outreach, and fostering relationships, contributing to a 15% increase in new clients for some businesses.
- Maintained clear communication with clients, ensuring their needs were met, questions answered, and deadlines adhered to, enhancing client satisfaction.

Waga AI

Nairobi, Kenya

Project Manager

2024 – Present

- Developed an app prototype and landing page for VacAI, enhancing user experience by automating vacation planning.
- Created a comprehensive project workboard, detailing task schedules, roles, and resource allocations to ensure team alignment and efficiency.
- Pitched and implemented budgeting and vacation spot recommendation features, resulting in a 20% increase in app usage among target customers.
- Applied AI tools to automate project planning and communication, reducing administrative overhead and improving stakeholder engagement.
- Facilitated regular team meetings to monitor project progress, address challenges, and ensure alignment with project goals.
- Prepared and presented project updates to stakeholders, maintaining transparency and fostering trust throughout the project lifecycle.

Freelance

Social Media Manager

2021 – Present

- Implemented social media strategies that led to a 30% increase in followers and a 20% boost in website traffic.
- Managed social media accounts for multiple clients, overseeing content creation, scheduling, and community management, driving substantial audience growth.
- Executed targeted advertising campaigns on platforms such as Facebook and Instagram, optimizing ad performance to achieve ROI goals.
- Monitored social media metrics and analyzed performance data, generating insightful reports to refine strategies and support decision-making.
- Engaged with online communities, responding to comments and messages promptly to enhance client relationships and brand loyalty.
- Collaborated with clients to develop brand voice and messaging strategies that resonate with their target audience.

Freelance

Writer and Researcher

2018 – Present

- Completed a comprehensive business plan for a petrol station, leading to its successful establishment and ongoing operation.
- Tutored students in course concepts, providing academic advice and enhancing their understanding and performance.
- Refined thesis work for postgraduate scholars, helping them synthesize complex information and improve their research structures.
- Provided ghostwriting services for YouTube scripts, fictional content for Amazon, and book reviews, helping clients effectively convey their messages.
- Assisted Fiverr sellers in creating compelling gigs and tracking their performance, boosting their visibility and order fulfillment rates.
- Collaborated with clients to produce engaging blog posts and articles, enhancing their online presence and authority in their respective fields.

Afriq Networks

Business Ideation Strategist

2021 – 2023

- Planned and developed guidelines for potential revenue-generating projects, aligning resources to achieve business objectives.
- Coordinated client requirements with work teams, ensuring successful project execution and customer satisfaction.
- Oversaw the implementation of successful Wi-Fi and telecommunications supply tenders, significantly expanding the customer base.
- Conducted employee training sessions, contributing to the development of a highly skilled technical team.
- Analyzed market trends and competitor strategies, providing insights to inform business development and growth initiatives.
- Facilitated cross-departmental collaboration to streamline processes and enhance overall operational efficiency.

EDUCATION BACKGROUND

ALX AFRICA

Nairobi, Kenya

Virtual Assistant Certification

September 2024 – November 2024

- Developed skills in administrative management, including time management, communication, and digital organization.
- Gained proficiency in productivity tools such as Trello, Asana, and Microsoft Office Suite.
- Applied project management techniques to enhance virtual team collaboration and task delegation.
- Enhanced understanding of virtual communication tools such as Zoom, Teams, and Slack.
- Strengthened skills in client management and maintaining professional virtual work environments.

ALX Africa

Nairobi, Kenya

Artificial Intelligence Career essentials

March 2024 – July 2024

- Acquired foundational knowledge in artificial intelligence and its practical applications across industries.
- Completed hands-on projects that applied AI tools to solve real-world problems, demonstrating technical acumen.
- Participated in workshops to develop coding skills and enhance problem-solving abilities.
- Collaborated with peers on AI-driven projects, reinforcing teamwork and project management skills.
- Engaged in discussions on the ethical implications of AI, promoting responsible use of technology.
- Established connections with industry leaders, exploring future career opportunities in technology.

Kenyatta University

Nairobi, Kenya

Bachelor of Science in Economics & Statistics

2013 – 2017

- Conducted research on local economic trends, contributing to a published paper that examined factors affecting market stability.
- Participated in a capstone project that analyzed statistical data to provide recommendations for local businesses, enhancing their strategic planning.
- Completed internships that involved data collection and analysis for economic research projects, applying theoretical knowledge to practical situations.
- Presented findings from research projects at academic conferences, improving public speaking and presentation skills.
- Collaborated with classmates on group projects, honing teamwork and leadership abilities.

ADDITIONAL INFORMATION

Ministry of Planning and Devolution, Department of Economic Development Coordination (Intern)

2016

- Wrote and reviewed funding proposals, enhancing the department's ability to secure financial resources for projects.
- Contributed to Vision 2030 Goals community research, aiding in the development of long-term economic strategies for the region.
- Assisted in data collection and analysis for various projects, applying theoretical knowledge in real-world scenarios.
- Collaborated with team members on project planning, improving communication and coordination within the department.
- Participated in meetings with stakeholders, developing professional networking and communication skills.

HOBBIES AND INTEREST

- **Travel:** Enthusiastic about exploring new cultures and learning about diverse ways of life.
- **Reading:** Passionate about reading, especially literature and business management books.
- **Technology:** Interested in the latest advancements in AI, cloud computing, and digital productivity tools.
- **Volunteering:** Actively involved in community development initiatives focused on education and women empowerment.
- **Fitness:** Enjoys staying active through outdoor activities such as hiking and fitness workouts.
- **Sports:** Active participant in football and running.
- **Public Speaking:** Participate in debate clubs and public speaking events.
- **Digital Marketing:** Interested in the latest trends in digital marketing and online branding.

REFEREES

Available Upon Request