**Winnie Mashoo Gasper**

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| **GENDER:** | Female |
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| **RELIGION:**  **NATIONALITY:** | Christian  Tanzanian |
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**CAREER OBJECTIVES**

As a dependable and conscientious BIT student there is much i can offer to the business and Information Technology field of any organization. I am confident that my passion for the BIT together with my skills, will enable me to make a significant difference in your organization. I am looking to obtain a challenging position in a world class organization by utilizing my educational, leadership and professional skills to promote humanity and society at large.

**PROFESSIONAL SKILLS**

* Troubleshooting, Computer Hardware,Database Management, Project Management, Operating Systems, Business Strategy, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft publisher, Mobile Applications Development Using Android, Cost Accounting.
* Self-Assessment
* Adaptability to a multicultural and multilingual working environment.
* Ability to work effectively in a team as well as independently.
* Good standard of computer literacy especially Windows Operating System (Windows 7, Windows 8 and Windows 10), office automation tools (Microsoft Word, Excel, Power Point, publisher etc.) and other computing skills.
* Proficiency in programming (Web designing, Android and java).
* Discretion, reliability, intellectual rigor, precision, perseverance, honesty, creativity, co-operative spirit and integrity.
* Fast learner, open minded and a team player. Vibrant, committed, hardworking, self driven and a prudent decision maker.

**WORK EXPERIENCE**

**TECHNICAL SUPPORT AT - KENYA METHODIST UNIVERSITY MAY 2013-SEPTEMBER 2013 Roles and responsibilities:**

* System Maintenance, debugging software errors in case of system failure and ensuring that the anti-viruses are updated and working properly.
* Performing assignments given to me in the department of IT using the basic computer skills (MS-word, PowerPoint, excel etc)
* Offering technical support to student’s queries concerning KEMU. Technical support delivered over the telephone or online by e-mail, live support on a website.

**IT SUPPORT INTERN AT - KENYA TECHNICAL TEACHERS COLLEGE JANUARY 2015-APRIL 2015**

**Roles and responsibilities:**

* Supporting the review of system architecture and recommending improvements to service delivery.
* Analyzing system architecture, planning and implementing more efficient and effective client device management practices.
* Accurately managing IT asset inventory and software licensing compliance.
* Performing hardware repair and maintenance.
* Identifying and addressing complex usability problems.

**IT MARKETER AT - INDEPTH RESEARCH AND SERVICES**

**SEPTEMBER 2015-DECEMBER 2016**

I act as an It marketer in the institute of GIS and earth observation and the Humanitarian and Capacity building institute.

**Roles and responsibilities:**

* Telemarketing of company products and Publishing of the courses offered on the company website.
* Posting of new training courses being offered using backlinking sites e.g. speedy course, prevention web and relief web, using forums such as GIS lounge, Geo community and GIS cafe and also by using social media sites e.g. twitter, linkedin, g+, instagram and facebook.
* Identifying and cultivating appropriate prospective clients, and follow up on new business opportunities.
* Reaching potential customers through social media, calling, email among other methods.
* Presenting, promoting and selling software products and apps, to prospective clients.
* Establishing, developing and maintaining positive business and customer relationships.
* Attending prospect and client meetings to make presentations and oversee follow up.
* Identifying opportunities for product development, and other product offerings.
* Devising creative and effective sales approaches, solutions and proposals.
* Skillfully closing sales.
* Achieving agreed upon sales targets and outcomes within schedule.

**DIGITAL MARKETER AND ACCOUNT MANAGER AT WATERWAYS AFRICA AND KENYA COMFORT HOTEL . MAY 2017-JANUARY 2019.**

**Key Responsibilities:**

* I was responsible for promoting and selling hotel rooms and related services to guests through digital channels by using social media to reach potential guests and convert them into bookings.
* Build long-term relationship with clients.
* Investigate and determine clients wants and needs.

**DIGITAL MARKETER SPECIALIST AND DATA ANALYST AT - VERSED PROFESSIONAL SERVICES MARCH 2019-MARCH 2020**

As a digital marketer, i was responsible for developing the strategy used in marketing a company's product online, utilizing the techniques in the field as social media, Web analytics, e-mail marketing and search engine optimization, among others.

**Key Responsibilities:**

* Website Design and Development – coordinating the design and functionality of a company website, working alongside web developers and web designers and coordinating the process.
* Content Strategy –  responsible for all website content and for creating and implementing the content strategy to ensure online objectives are met.
* Search Engine Optimization(SEO) and Search Engine Marketing(SEM) – responsible for ensuring that the website is easily found by the target audience. Optimising website structure and content for search engines (SEO) and/or the use of paid online advertising (SEM)to help drive relevant traffic to their website.
* E-Commerce – responsible for converting website visits into online sales. This is often achieved by making the online shopping experience as easy as possible and by introducing special deals.
* Social Networking – responsible for managing the online presence and brand of a company. Social networking tools such as Facebook, Instagram, Twitter and Google+ allow businesses to engage with their consumers in real time and a digital marketer will often be responsible for this communication.

**As a data analyst I was responsible for:**

* Interpreting the company’s data, analyzing results using statistical techniques and providing ongoing reports.
* Developing and implementing the company’s data collection systems and data analyses.
* Acquiring data from primary or secondary data sources and maintaining the company’s databases.

**CUSTOMER EXPERIENCE EXECUTIVE AT-SAFARICOM KENYA**

**JANUARY 2021-OCTOBER 2022**

I was responsible for working collaboratively with the team to ensure fair customer outcomes, identifying customer needs, respond to customer queries, and collaborate with internal departments to optimize customer services and brand awareness.

I also make sure I Complete transactional tasks accurately and within required timeframes and ensure system data and client information is accurately maintained, and work with colleagues to deliver a seamless service.

**Roles and responsibilities:**

* Aligning customer experience strategies with marketing initiatives. as well as informing customers about new product features and functionalities.
* Identifying customer needs and taking proactive steps to maintain positive experiences.
* Responding to customer queries in a timely and effective manner, via phone, email, social media, or chat applications.
* Tracking customer experiences across online and offline channels, devices, and touchpoints.
* Collaborating with IT developers, as well as the production, marketing, and sales teams to enhance customer services and brand awareness.
* Analyzing customer feedback on product ranges and new releases, as well as preparing reports.
* Performing product tests, evaluating after-sales and support services, and facilitating improvements.
* Documenting processes and logging technical issues, as well as customer compliments and complaints.
* Keeping informed of industry trends and new CRM technologies.

**HUMAN RESOURCES OFFICER AT IDEON-JANUARY 2023-MARCH 2025**

I was responsible for managing every aspect of the employment process, including orientation and training new staff members.

**Roles and responsibilities:**

* Recruitment of new employees and hiring.
* Employee Training and skills development.
* Managing employee compensation.
* Managing employee relations.
* HUMAN resources information and payroll.
* Ensuring compliance with labor laws.
* Administer employee benefits, such as health insurance and housing allowances.
* Responsible for employee on boarding, managing employee data including changes to pay, salary, bonuses and working hours.

**ACADEMIC BACKGROUND**

* **Kenya Methodist University:** Bachelors Degree of Business Information Technology (Second class Honours Upper Division-September 2011-April 2015)
* **Kenya Methodist University:** Diploma in Business Information Technology (Credit-May 2010-April 2011)
* **Kijabe Girls High School:** Kenya Certificate of Secondary Education

(January 2005-September 2008)

**REFEREES**

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