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# REBECCA MUENI MUOKI

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## RESUME

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### Summary

Highly creative and multi talented Graphic designer with extensive experience in multimedia, marketing and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining "win-win" partnerships. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

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### Professional Skills

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe premium
- Wasp
- Understanding of the printing process and specifications
- Familiarity with production and rendering methods, including drawing, offset printing, photography, interactive media
- Creative thinking skills

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### Education

2020 - Ongoing	Bachelor in Technology Design <i>Technical University of Kenya</i>
2016 - 2019	Diploma in Technology Design <i>Technical University of Kenya</i>

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### Professional Experience

Sep (2021) - March (2022)	Graphic Designer and Digital Marketer <i>Imarika Properties LTD</i> <ul style="list-style-type: none"><li>• Managing all the marketing campaigns and running social media platforms.</li><li>• Dealing with diverse social media platforms like Facebook, Instagram, YouTube, Jiji, and Buy Rent Kenya.</li><li>• Enhancing brand awareness in the digital space to drive traffic and acquire leads/clients.</li><li>• Developing the overall layout and production design for advertisements, brochures, posters, flyers, and corporate reports/designs.</li><li>• Developing content for the company.</li><li>• Photography, videography, and editing.</li></ul>
March (2021) - June (2021)	Graphic Designer and Digital Marketer <i>Minara Homes Limited</i> <ul style="list-style-type: none"><li>• Running social media platforms.</li><li>• Designing posters, flyers, and invitation cards.</li><li>• Photography, videography, and editing.</li><li>• Developing content.</li><li>• Professional approach to problems, time, and deadlines.</li><li>• A good relationship with employees and clients.</li></ul>

May (2020) -  
Feb (2021)

## Graphic Designer and Digital Marketer

### *The Fort Publication*

- Company rebranding.
- The ability to produce and communicate a consistent stream of fresh ideas.
- Designing magazines (Cover page, body, Back page).
- Designing book covers.
- Management of social media accounts.
- Developing concepts, graphics, and layouts for product illustrations, company Logos, Posters, Flyers, Brochures, Business Cards, Name Tags, Receipt Vouchers, Stamps, Seals, and Invoices, Letterhead, Email Signature, Quotation, Business Profile, and Folders.
- Working with the company, briefing and advising them with regard to design style, format, print production, and timescales.
- Determining size and arrangement of copy and illustrative material, as well as font style and size.
- Liaising with external printers on a regular basis to ensure deadlines are met and material is printed to the highest quality.
- Coordinate freelance designers, consultants, and vendors to meet all project requirements.

October (2020) -  
January (2021)

## Graphic Designer

### *Iricon Limited*

- Company rebranding.
- Creating images and layouts.
- Studying design briefs and determining requirements.
- Conceptualizing visuals based on requirements.
- Ensuring final graphics and layouts are visually appealing and on-brand.
- Excellent verbal, visual, and presentation skills.
- Professional approach to time, costs, and deadlines.

May (2019) -  
August(2019)

## INTERN (Broadcast Designer)

### *MEDIAMAX NETWORK LIMITED*

- Production of high quality graphic design material for promotions and branding, both on and off air.
- Effectively communicate design ideas through storyboards, style frames and mock-ups.
- Successfully manage and coordinate graphic design projects from concept through completion.
- Work closely with team members to create vision, conceive designs, and consistently meet deadlines and requirements.
- Effectively build, motivate, and direct design and production teams.
- Create and conduct highly persuasive sales and marketing presentations.
- Collaborated with creative team to design and produce computer-generated artwork for marketing and promotional materials.
- Successfully completed playing tags on air alone during the weekend shows.
- Earned several applause for providing graphic design support to both headquarter employees and hundreds of field offices.

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## Referees

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