

# BRENDA GRACE GAKII KINYUA

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## PROFESSIONAL SUMMARY

I'm a customer experience professional and virtual assistant with over six years of experience in call centre, client support, and administrative tasks. I've managed high volumes of customer interactions across phone, email, live chat, and social media, always focusing on making the journey smooth. My background in banking and credit services has given me a strong understanding of customer service, loan and credit processes and compliance, while also sharpening my problem-solving skills. I'm comfortable using CRM systems, adapting to new tools quickly, and finding ways to improve processes. Above all, I aim to combine professionalism with empathy, ensuring clients feel heard and supported.

## WORK EXPERIENCE

### **Business Development Specialist / Virtual Assistant | Remote, Part-time** **The Connoisseur Consultancy — May 2023 - Present**

- Promoted from Virtual Assistant to Business Development Specialist.
- Conducted cold calling, lead generation, and follow-ups to qualify and convert prospects.
- Launched and managed email and social media outreach campaigns, improving client acquisition and increased client retention.
- Conducted market research to identify new business opportunities.
- Supported CRM system updates to track leads, engagement, and conversion progress.
- Collaborated with internal teams to align outreach strategies with business goals.

### **Customer Support & Call Centre Representative | Hybrid, Full-time** **Equity Bank (K) Ltd — Jul 2019 - Jun 2025**

- Delivered up to 140 interactions per day through calls, emails & social media engagements (X-Corp, FB, IG, LinkedIn).
- Managed High Net Worth Individuals (HNI) and Executive calls, supporting Directors' offices.
- Supported AmEx and VISA credit card clients through billing and payment processes as well as complaints raised.
- Delivered personalized service and documented challenges using CRM.
- Delivered a constant 95+ score in quality assurance.
- Mentored and conducted training for junior staff.
- Increased client growth and product uptake by executing outreach and BD strategies.
- Created policy and processes review committee where we'd review, streamline and recommended best practices at work as well as mobile banking process improvements.

### **Personal Assistant and Project Intern | On-site** **Kirinyaga County Government — Dec 2018 - Jun 2019**

- Supported the Chief of Staff with diary management, project budgeting, and progress reporting.
- Helped implement projects aimed at supporting vulnerable groups.
- Assisted in the Wezesha Kirinyaga initiative rollout.

### **Sales Representative and Receptionist | On-site** **SMEP Microfinance Bank — Sep 2016 - Oct 2016**

- Welcomed clients, explained financial products, and followed up on leads.
- Handled cold calls and onboarded new customers.

## EDUCATION

Certificate in Elevating the Customer Experience — Moody's Analytics (Distinction)  
Certificate in Foundations of Banking & Credit — Moody's Analytics (Distinction)  
BSc. Mathematics (Pure Mathematics) — Machakos University (Second Class Upper)  
KCSE — Embu County Mixed Secondary Day School (B Plain)  
KCPE — St. Agnes' Girls Boarding Primary School (331/500)

## SKILLS

- Customer Support (Inbound & Outbound), Call Centre Operations and Help Desk Assistance
- Virtual Assistance, Administrative Support, Data Entry & Transcription
- CRM Systems: Zendesk, Salesforce, Oracle, Tawk, Brandwatch
- Live Chat, Email, and Social Media Customer Engagement and marketing
- Microsoft Office Suite, Google Workspace, Teams, Zoom
- Client Relationship Management & Retention
- Time Management, Multitasking, and Task Prioritization
- Quality Assurance, Compliance, and Process Improvement
- Cold Calling, Lead Generation, and Telemarketing
- Team Mentoring & Training

## COMMUNITY SERVICE & VOLUNTEER WORK

- Active member of Fit-A-Kid and departmental CSR committee, supporting vulnerable children and families.
- Participate in planning donations, food/clothing drives, and educational support.