

# CURRICULUM VITAE

**CYNTHIA KATUMBI NDWIGA**

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## **CAREER OBJECTIVE**

Motivated and goal-driven Communication student seeking a dynamic opportunity in a customer-facing, communication, or administrative role. Passionate about creating positive experiences, handling clients with professionalism, and contributing to a fast-paced and respected organization. Eager to learn, grow, and serve with excellence.

## **EDUCATION BACKGROUND**

**2024 UPTO DATE: NAIROBI INSTITUTE OF BUSINESS STUDIES  
(NIBS)**

*Diploma In Communication*

**2020- 2023: THINGI GIRLS SECOONDARY SCHOOOL**

*Kenya Certificate of Secondary School*

**2009- 2019: ST. JOHN NBURUTANI PRIMARY SCHOOOL**

*Kenya Certificate of Primary School*

## **WORK HISTORY**

### **1. FEATURE ARTICLE WRITER**

**‘ROADS IGNITE URBAN TRANSFORMATION’**

**Nairobi County Newspaper (Freelance)**

**2025**

Researched, developed, and wrote a human-interest article published by the Nairobi County Government newspaper. I actively sourced ideas from the community, conducted interviews with local residents and officials, and transformed raw experiences into well-structured feature stories. I paid close attention to narrative flow, accuracy, and relevance while following journalistic ethics and deadlines. This role strengthened my confidence in field reporting, storytelling, and public communication. Was published in May under the Nairobi newspaper issue 21.

## **2. CREATIVE CAMPAIGN WRITER**

### **‘UNFOLLOWED’**

**Tag line: I don’t follow, I choose, I switch, I lead.**

**Airtel Kenya (Spec Project)**

**2025**

Independently conceptualized and scripted a bold, youth-driven 60-second advertisement campaign titled “Your Freedom, Your Airtime, Your Rules.” I developed the storyboard, tagline, and scene flow, creatively positioning Airtel as a brand of choice for the new generation. The advert included dialogue, rebellious tone, and visual direction that rivaled industry competitors. I also prepared a full campaign pitch deck, demonstrating initiative, branding insight, and commercial creativity. Currently under consideration.

### **SKILLS**

- ✓ Public speaking and presentation
- ✓ Team work and collaboration
- ✓ Customer service and interpersonal skill
- ✓ Time management and reliability
- ✓ Excellent viable and written communication
- ✓ Fluency in English and Swahili

### **REFEREES**

**1.JERUSHA MUTUNGA**

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