

# RAPHAEL MUCHINA

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## CAREER OBJECTIVES

With over 2 years' experience in the social media platform I am looking for an opportunity to enhance customer engagement through my vigilant attention to emerging social media outlets and my awareness of the latest social media trends.

I am an outgoing Kenyan citizen, creative, passionate, and committed. An excellent communicator with great interest in technology innovations and communication for businesses towards community causing positive change.

## EXPERIENCE

AUGUST 2019 – TO DATE

**JOB TITLE**, SOCIAL MEDIA AND PHOTOGRAPHER

COMPANY: BENJAVA COMMUNICATION AND PR FIRM

Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification

Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action

Set up and optimize company pages within each platform to increase the visibility of company's social content

Moderate all user-generated content in line with the moderation policy for each community

Create editorial calendars and syndication schedules

Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information

## PHOTOGRAPHY

- Take professional pictures in a studio or on location

- Direct video and photograph shoots.
- Take professional video footage on site
- Work closely with clients and colleagues to produce high-quality photographic images
- Use different techniques to enhance the photographs as required
- Recommend creative ideas to exceed expectations of goals and objectives
- Use artistic knowledge to enhance and compose photographs
- Review sets of photographs and select the best results

**2018 – TO AUGUST 2019**

**JOB TITLE, GENERAL CLARK AND COMPANY DRIVER  
COMPANY: JOSIM INSTANTANEOUS CONSULTIUM**

**DUTIES:**

- Ensuring that the company comply with health and safety legislations.
- Writing reports and financial forecasts.
- Supervising staff to ensure customer service is provided.
- Handling customer inquiries and complaints.
- Maintaining company standards as per “SOP”.

**EDUCATION**

**CURRENT**

**CERTIFICATE, ALISON ONLINE EDUCATION PLATFORM**

Currently pursuing photography certificate at Alison online platform

2017  
**KCSE**, 64 SECONDARY SCHOOL, ELDORET  
KCSE CERTIFICATE

## SKILLS

- Communication
- Computer skills
- Customer service
- Leadership
- Management skills
- Problem-solving
- Time management

### REFEREES:

MRS. SOFIA ALI

CEO AND BUSINESS JOURNALIST

BENJAVA COMMUNICATION AND PR FIRM

P.O BOX: 1910 00200

NAIROBI KENYA

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M. WALUBENGU SIFUNA

CEO AND LEGAL ADVISER

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