

# Curriculum vitae

## VICKY SUNDAY AKINYI

 **Date of Birth:** 30/08/1998 |  **Gender:** Female

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### PROFESSIONAL PROFILE

Resourceful, performance-oriented professional with over 4 years of progressive experience in hospitality management, sales and marketing, digital strategy, and team leadership. Proven ability to align marketing and operational strategies with business goals to increase revenue, improve client retention, and enhance brand reputation. Known for building strong teams, driving operational excellence, and maintaining customer-centric practices. Now seeking to leverage this experience in a General Manager role to lead business transformation, growth, and sustainability.

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### CORE COMPETENCIES

- Strategic Sales & Marketing Leadership
- Operational Management & Client Retention
- Team Development & Performance Management
- Financial Oversight & ROI Analysis
- Social Media & Digital Branding
- Customer Relationship Management
- Business Development & Market Penetration
- Event Management & Public Relations
- Reporting & Data-driven Decision Making

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### EDUCATION BACKGROUND

#### **Bachelor of Arts in Communication & Literature**

*University of Nairobi (2017 – 2021)*

- Graduated with **Second Class Upper Honors**
- Leadership & Communications coursework with practical exposure in public speaking, strategic communications, and media analysis.

#### **Kenya Certificate of Secondary Education (KCSE)**

*St. Ignatius Loyola School – 2015 | B- (Minus)*

*Kisumu Girls' High School – 2012 to 2014*

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## PROFESSIONAL EXPERIENCE

### Sales & Marketing Manager / Digital Marketer

#### **Selella Resort, Kisumu | January 2024 – Present**

- Led comprehensive B2B and B2C sales strategies resulting in a surge in bookings and increased event hosting partnerships.
- Built a robust lead generation and client conversion pipeline through direct marketing, email campaigns, and influencer partnerships.
- Coordinated social media content creation, photo/video shoots, and event coverage, resulting in enhanced online visibility.
- Developed and monitored KPIs to measure marketing ROI, significantly improving campaign targeting and cost-efficiency.
- Created marketing collateral using Canva and managed communication with corporate clients.
- Served as brand representative in industry expos, tourism forums, and corporate networking events.

**Key Achievement:** Spearheaded brand repositioning that contributed to the resort earning a **Silver Plaque** from the **Tourism Regulatory Authority** as one of the **Top 11 Hotels in the Western Region** within just 7 months.

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### Head of Front Office, Head of Digital Marketing, & Assistant Supervisor

#### **Selella Resort, Kisumu | May 2022 – December 2023**

- Managed the front office department ensuring seamless check-in/check-out and guest satisfaction.
- Supervised 10+ staff, providing training, setting performance targets, and ensuring customer service excellence.
- Crafted monthly management reports with business insights and performance metrics.
- Directed digital marketing activities—content creation, campaign rollout, audience targeting, and trend monitoring.
- Developed and executed budget-friendly marketing strategies for holiday seasons and event packages.
- Supported the General Manager in day-to-day operational decisions, particularly in procurement, human resource coordination, and service delivery.

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### Digital Marketing Intern

#### **Mills View Hotel, Kisumu | June – December 2021**

- Created digital content (posters, videos, infographics) to support hotel brand awareness.
- Managed guest inquiries across digital platforms and maintained the CRM database.
- Produced blog content and e-newsletters to inform and engage the hotel's client base.
- Conducted competitive analysis to refine the hotel's online positioning.
- Supported front office functions and assisted with administrative tasks.

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## Business Development & Marketing Intern

### Kenya Revenue Authority (KRA), Nairobi | September – November 2019

- Assisted in profiling client databases and updating the corporate website.
- Managed logistics and documentation for marketing and stakeholder engagement events.
- Designed posters and brochures for social media and internal communications.
- Handled customer service queries and assisted in brand reputation monitoring.

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## ADDITIONAL ENGAGEMENTS

### Brand Ambassador (Contract Roles)

- **Port Cross Activations, KC and Lawsons, Home Afrika Nordic Apartments, Zuku Activations**
- Represented brands in field activations, promotions, and customer engagements.
- Installed and managed activation booths, distributed merchandise, and collected consumer feedback.
- Strengthened customer education and visibility through live demonstrations and sampling events.

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## LEADERSHIP ROLES & TRAINING

-  **Publicist Secretary**, UON Literature Students Association – 2019
-  **Faculty Representative**, UON Faculty of Arts – 2018/2019
-  **Protocol & Etiquette Training** – Protocol Hub International
-  **Computer Packages Certification** – Kibuye Parish Computers (*Distinction*)
-  **Panelist & Attendee** – 9th Nation Leadership Forum
-  **Book Review Publication** – *Saturday Nation*, 3rd August 2019

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## TECHNICAL & DIGITAL SKILLS

- **CRM Systems:** Proficient in using guest management and POS systems
- **Marketing Tools:** Canva, Mailchimp, Meta Business Suite, Google Analytics
- **Office Tools:** MS Word, Excel, PowerPoint, Google Workspace
- **Social Media Platforms:** Instagram, Facebook, LinkedIn, Twitter, TikTok
- **Website Content Management:** Basic HTML, WordPress updates

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## REFEREES

1. **Brigit Omondi**  
*Supervisor – Seletta Resort*  
 0707 147 275
2. **David Odhiambo**  
*Operations Manager – Mills View Hotel*  
 0721575276
3. **Stella A. Otieno**  
*Supervisor – Business Development & Marketing, Kenya Revenue Authority*  
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