

SARAH WANJIRU

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SUMMARY

A reliable and resourceful Digital Marketer, Customer Service, Women in Digital Business Trainer, Banker, and Monitoring & Evaluation professional with strong leadership, communication, problem-solving, and strategic training skills.

PERSONAL INFORMATION

Languages: Fluent in English & Swahili

EDUCATION BACKGROUND

- Women in Digital Business (WIDB) Trainer Certificate, 2025
 - Digital Marketing Certificate – IYF (Jan 2025 – Jun 2025)
 - Bachelor (Business Studies with Information Technology) – Maseno University (2012–2016)
 - KCSE – Kaheho Secondary School (2008–2011)
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KEY SKILLS AND COMPETENCIES

- Data analysis: Power BI, Excel, SQL
 - High confidentiality & integrity
 - Excellent communication & reporting skills
 - Leadership, Problem-solving, Adaptability, Creativity
 - Time management & organizational skills
 - Interpersonal skills & conflict resolution
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WORK HISTORY

NYOTA Digital Skills Training Program – Trainer (2025)

- Facilitated digital skills, entrepreneurship, and employability training.
- Demonstrated leadership by guiding and mentoring youth.
- Applied strategic, creative, and adaptable training approaches.

Women in Digital Business (WIDB) – Trainer (2025)

- Trained women entrepreneurs in digital marketing and business skills.
- Strengthened communication and interpersonal skills.
- Supported women in solving real business challenges.

60-Decibels – Research Assistant (Nov 2024 – Present)

- Data collection, analysis, customer service & reporting.

KCB Bank – Direct Sales Representative (Nov 2023 – Oct 2024)

- Selling and marketing MSME loan and digital loan
- Relationship management through customer acquisition and retention
- Market the banks product and services to increase business growth
- Developing, maintaining and growing SME client portfolio
- Grow profitability, product penetration and customer satisfaction

National Environment Management Authority – M&E Intern (2021–2022)

- Participating in collection of data in the field
- Data analysis
- Writing reports with recommendations

Goldrays Suppliers Ltd – Accounts Assistant (2017–2020)

- Controlling credit and chasing debt
- Reconciling finance accounts and direct debit
- Records keeping and Customer reports satisfaction.
- Working with spreadsheet, sales and purchase ledgers and journals
- Managing petty cash transactions

Nyala Sacco – Teller Intern (2015)

- Opening of new accounts
- Record keeping and reports on customer satisfaction.
- Selling / advising / setting up of products and services

- Utilising customer care techniques and computer technologies in providing excellent customer service.
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REFEREES

Mr. Ian Osuka

60 Decibels Research Associate

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