

# Career History.

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## Education.

M.S. Business/ Branding, Strategy - May 2021  
Virginia Commonwealth University(VCU), USA  
Post-Diploma Certificate in Marketing - Sept 2016  
Simon Page College of Marketing, Kenya  
Bachelor's Business Management, Marketing - May 2013  
Kisii University, Kenya

## Skills.

### Strategy

Brand Positioning  
Competitive Audits  
Creative Briefing  
Communication Planning  
Culture Mapping

### Research

Conducting Surveys  
Coordinating Focus Groups  
Man-on-the-street Interviews

### Presentation

Logic flow and structure  
Client pitches  
Data visualisation

## Toolkit.

User Persona - Simmons  
Social Listening - Brandwatch  
Design and Photo editing - Adobe Suite  
Film Editing - Final Cut Pro X  
Category Research - Mintel

## For fun.



An avid traveler chasing cultures



An expert thrifter



Turning trash to little treasures



Finding interesting things in ordinary places.

July  
2021

Campbell Ewald, Detroit - Associate Brand & Integrated Strategist  
**Client: OnStar**

To Date

- Goal; To raise \$1M in donations in 2021 as well as raise awareness.
- Conducted online consumer research to understand behavioral motivations of people who give to charity to inform the campaign's strategy
  - Consulted with internal clients and colleagues to understand consumer knowledge needs and develop research plans to meet these needs.
  - Developed an integrated marketing communications plan with a clear go-to-market strategy within key cultural events.
  - The campaign is estimated to raise more than \$890,000 and a consequent \$10,000 per month.

November  
2020

Oasis Healthcare Group, Kenya  
**Freelance - Brand Consultant**

April 2021

- Developed a comprehensive 5-year marketing plan with a 3-level phased marketing strategy to best position Oasis' healthcare facilities to meet their business objectives.
- Applied analytical skills to monitor and analyze Oasis' website trends in order to identify their target customers and reported insights that informed Oasis' communication strategy.
- Conducted category and competitive analyses of the healthcare industry in Kenya so as to develop ways through which Oasis could leverage its competitive advantage.
- Conducted ten in-depth interviews to identify how customers chose healthcare facilities and compiled findings of the consumer journey into an integrated report.
- Developed a communication strategy with a detailed content strategy that included a tactful content marketing plan outlining promotional activities to keep Oasis Healthcare top of mind within the Healthcare Facility landscape
- Led the team in redesigning Oasis' customer touch points (websites, social media posts, and company profiles) to best represent what the facilities offered.

October  
2020

Griffin Farley's Beautiful Minds for Strategists - 2020 Finalist  
**Client: Good Call(based in New York)**

- Goal; To raise \$1M in donations in 2021 as well as raise awareness.
- Conducted online consumer research to understand behavioral motivations of people who give to charity to inform the campaign's strategy
  - Consulted with internal clients and colleagues to understand consumer knowledge needs and develop research plans to meet these needs.
  - Developed an integrated marketing communications plan with a clear go-to-market strategy within key cultural events.
  - The campaign is estimated to raise more than \$890,000 and a consequent \$10,000 per month.

June 2018

POSSIBLE Seattle - Digital Ad Agency

August 2018

**Strategy Intern**

- Conducted research for the Bill and Melinda Gates Foundation in launching the GoalKeepers community website. Assisted in coming up with keyword research and meta tags description for the website launch.
- Led the strategy for an in-agency project identifying the insights around the unconscious use of phones and its effects on the creative process in an industry where creativity is at the core of the business performance.
- Supported several projects in conducting qualitative research leveraging social listening tools and reported online audits for new business pitches.

April 2014

Hotlist Group Ltd - Virtual Tour, Photography, Website Design,

July 2015

**Co-Founder**

- Headed the sales and marketing department leading to the product line expansion from one service provider in 2014 to five services by July 2015.
- Designed new service packages, prepared presentations, and a facilitator of a lifelong partnership with 60% of our clients.
- Increased sales through planned promotional activities that expanded our markets to three other countries in the East African region
- Developed, managed, and analyzed market research to evaluate the in-market performance of new services and promotional initiatives that encouraged user engagement.
- Prepared market intelligence reports and recommendations for possible partnerships and identified, profiled, and made calls to potential clients which led to the company's revenue growth.