

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
User Personas
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.

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 tactical 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.

July 2015 Golden Footprints - Events Concepts Company

Dec 2017 **Founder**

Once Upon A Time, Kenya is an outdoor community event carried out in different areas within the tourism circuit of Nairobi and Mombasa cities.

- Designed and executed several events concepts which led to seven successful events in Nairobi and Mombasa by the end of 2017.
- Spearheaded the ideation, budgeting, and management of go-to-market strategies that were critical in setting Once Upon A Time events as the go-to family event in two cities.
- Managed and coordinated all the event execution activities in line with signing event sponsors, vendors, suppliers, ticket sales,

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.