

MICHAEL NJERU

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Professional Summary

I am a dynamic professional with a proven administrative support, IT, AI, sales, and marketing track record. With a strong foundation in managing office operations, providing technical assistance, multimodal AI training, driving sales, and executing marketing strategies, I bring a unique blend of skills to the table. My ability to adapt to various roles and collaborate across different functions has allowed me to thrive in fast-paced environments. I am passionate about leveraging my multifaceted expertise to contribute to the success of a forward-thinking organization.

IT professional with thorough understanding of system administration and network management. Proven ability to troubleshoot complex issues and deploy effective solutions. Highly reliable team player with focus on collaboration and adaptability to meet evolving technical needs. Proficient in cybersecurity measures and system upgrades. Also, adept with creative aspects of graphic design, photography, video editing, and reviews. I am passionate about AI, machine learning, predictive modeling, and natural language processing.

Work History

PHOTOGRAPHER, VIDEOGRAPHER & GRAPHIC DESIGNER, 01/2023 - Current
Freelance, Nairobi, Nairobi Province, Kenya (Remote)

- Digitally edited photos to enhance appearance.
- Delivered high-quality images under tight deadlines, demonstrating strong time management skills.
- Edited, toned, captioned, and uploaded photographs for publication.
- Captured stunning images by utilizing various lighting techniques and creative compositions.
- Developed strong relationships with clients through clear communication and professionalism.
- Photographed high-quality images for various print and digital projects.
- Provided exceptional customer service throughout the entire process from initial consultation to delivery of final products.
- Delivered edits on time for reviews and final delivery.
- Organized and worked with raw footage from multiple cameras and sources.
- Conceived, crafted and executed dynamic video edits to captivate target audiences and accomplish project objectives.
- Enhanced video quality by applying color correction, grading, and special effects techniques.
- Maintained organized digital archives of raw footage, final edits, and other assets for easy access and retrieval.
- Edited together video, audio still imagery and motion graphics for creative and informational multimedia projects.
- Worked tight deadlines with team or independently and made quick creative editing decisions to maintain high quality of work.
- Improved client satisfaction by delivering visually engaging content tailored to their specific needs and preferences.

WEB DESIGNER, 05/2020 - Current
Freelance, Remote

- Designed user interface to meet client specifications,

- Developed graphic and image assets for both content and digital marketing efforts.
- Improved overall site aesthetics through the use of high-quality graphics, typography choices, color schemes, and layout principles.
- Coordinated copywriting and designed images to craft website content.
- Completed domain name registrations and maintained website and web hosting account.
- Developed comprehensive style guides for clients' brands that provided clear direction on visual elements such as colors, fonts, logos, and imagery usage guidelines.
- Configured templates for clients to easily customize.
- Provided ongoing support to clients post-launch, resolving any issues promptly and maintaining positive working relationships.
- Optimized website performance with regular evaluations and adjustments to page load times, image optimization, and code efficiency.
- Promoted brand identity by creating company logos and delivering attractive, user-friendly and unique website.
- Designed highly engaging interactive user interfaces that complied with modern web standards.
- Troubleshoot technical issues and optimized websites for search engine optimization, performance and accessibility.

SALES & CUSTOMER OFFICER, 01/2023 - 01/2024

Simlaw Seeds

- Company Overview: <https://www.simlaw.co.ke/>
- Support company operations through marketing, CRM, processing orders, camera operations, creating content, survey management, and graphic design
- To support the retail store's daily operations and digital activities by maintaining positive customer relationships and processing online orders
- My duties included handling online customer queries and helping them find specific products online, survey management, managing the Sales Nav system, social media management, and creating content for the social media pages and YouTube channel
- Also responsible for conducting background research, market analysis, farmers' success stories, and supporting the mailing list
- My responsibilities also included analyzing online sales and social media performance and preparing detailed reports
- Additionally, I was tasked with developing a social media calendar and digital media strategy with the digital marketing team
- Technologies used: Navs System | Indesign | Illustrator | Premiere Pro | Google Adwords

VOLUNTEER, 01/2023 - 04/2023

United Nations

- Company Overview: <https://www.unv.org/>
- Support SDGPP with the production of graphic designs for visuals and communication
- To produce the visual content and enhance the overall communications output quality of the SDG Partnership Platform Kenya for diverse stakeholders, including donors and financiers, and other multistakeholder ecosystem partners
- Technologies used: Illustrator | Indesign | Photoshop | Canva | Adobe Spark

COPYWRITER & SEO WRITER, 02/2020 - 12/2022

Bizzlab, Nairobi, Kenya

- Reviewed and edited final copy for accuracy and to correct grammar errors.

- Boosted campaign performance by developing engaging and persuasive copy for print, digital, and social media platforms.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Formatted copy to align with project-specific guidelines.
- Edited existing copy for clarity, grammar, punctuation, and overall effectiveness while respecting original author's intent.
- Increased brand awareness through the creation of compelling content for website landing pages, blog posts, and email newsletters.
- Ensured consistency in brand messaging across multiple channels by adhering to established style guides and tone standards.
- Transformed complex information into easily digestible pieces tailored for specific audience segments using plain language principles.
- Supported SEO initiatives through strategic keyword incorporation in web content, driving organic traffic growth.
- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.
- Crafted effective call-to-action statements within copy, driving desired consumer behavior and increasing conversion rates.
- Developed short and long-term media outreach strategies in collaboration with cross-functional teams.

IT & ADMINISTRATIVE OFFICER, 01/2020 - 01/2022

BIZZLAB

- Company Overview: <https://bizzlab.co.ke/>
- I was in charge of the media department
- My responsibilities included digital marketing, camera operations, video production for clients (including individuals, corporations, NGOs, and the government), photography, social media management, content creation ideas, post-management, awareness campaigns, engagement and administrative duties
- I was also tasked with all aspects of IT Support
- Moreover, I was responsible for analyzing sales performance, reviewing against goals, and generating reports
- Another crucial aspect was generating and updating website content
- Technologies used: WordPress | Premiere Pro | Photoshop | Lightroom | Social Media | In Design

DATA ANNOTATION SPECIALIST, 11/2019 - 12/2021

KNEC, Nairobi, Kenya

- Followed all company policies and procedures to deliver quality work.
- Collaborated with cross-functional teams to achieve project goals on time and within budget.
- Championed the adoption of new software tools that streamlined workflows across multiple departments.
- Optimized inventory management, minimizing waste and reducing costs.
- Led cross-functional team to launch new product, exceeding initial sales forecasts.
- Coordinated with IT department to upgrade cybersecurity measures, safeguarding company data.
- Captured data for national examinations within limited timelines
- Streamlined project delivery processes, reducing completion times significantly.

GRADUATE TRAINEE, 06/2019 - 07/2020

ICT Authority

- Company Overview: <https://www.icta.go.ke/>
- As a Graduate Trainee, I was involved in day-to-day activities, professional skills training, and workshops
- My role entailed the digital transformation of records, research, taking minutes, preparing presentations, and all aspects of the digital transformation program (DLP)
- My responsibilities also included successful involvement in certifications including Huawei, IBM, and Google
- Technologies used: Microsoft Power BI | Moodle | Microsoft Office | Adobe Reader Pro | DLP Dashboard

ADMINISTRATIVE ASSISTANT, 08/2015 - 12/2015

Kenya Seed Company

- Company Overview: <https://kenyaseed.com/>
- During my long holidays on campus, I was contracted as an Administrative assistant at Kenya Seed Company
- My roles included scheduling meetings, filing, preparing presentations, liaising with management, answering phone and email queries, marking the roll call, and payroll preparation
- Technologies: Microsoft Office Suite, Shiftboard

LABORATORY RESEARCH ASSISTANT, 01/2014 - 04/2014

Kenya Seed Company

- Evaluated emerging trends in scientific research methodologies to identify potential areas of improvement within current lab practices.
- Supported project leads in grant applications by presenting detailed preliminary data demonstrating feasibility of proposed studies.
- Performed routine equipment maintenance, guaranteeing consistent performance during critical experiments.
- Managed inventory of lab supplies, ensuring all necessary materials were readily available for experiments.
- Contributed to the successful completion of multiple research projects by providing timely and accurate testing results.
- Presented ongoing progress reports at weekly lab meetings keeping all team members informed on the status of various projects.
- Maintained a clean and safe laboratory environment, adhering to strict safety guidelines and regulations.
- Utilized advanced analytical techniques such as PCR, ELISA, and HPLC for accurate data collection in various research projects.
- Conducted thorough literature reviews to support hypothesis development and inform experimental design decisions.
- Assisted in the preparation of reports and presentations for conferences, showcasing significant research findings.

Education

Master Of Science: Master of Business Administration

University Of London - Nairobi, Kenya (Remote), Expected in 01/2026

BSc.: Information Sciences

Moi University - 01/2018
GPA: Second, Upper Division

KCSE
Nakuru High School - 01/2012
GPA: Mean Grade B

Skills

- IT troubleshooting
- Photography
- Video Editing
- Cyber Security
- Software development
- Graphic Design
- Mobile application development
- Virtualization technologies
- Data collection
- Agile methodologies
- Data governance
- Cloud computing
- Analytical skills
- Pattern recognition
- Algorithm design
- Communication
- Microsoft Azure
- Information security
- Videography
- Digital Skills
- Network administration
- Website Design
- Tutoring
- Advanced computer proficiency
- Project coordination
- Project management
- Data analytics
- Statistical analysis
- Machine learning
- Data visualization
- Predictive modeling
- Deep learning
- Multimodal AI Development

Certificates & Courses

- 2020 Huawei / Huawei Certification/ HCIA Security
- 2020 Google Digital Skills Africa/ Google/ Fundamentals of Digital Marketing
- 2019 Internet Society/ Introduction to Network Operations: UNIX/ Linux, Networking and DNS
- 2018 E-Mobilis Mobile Technology Institute/ e-Mobilis/ Basic Digital Skills Training
- 2018 IBM Skills Academy/ IBM/ Application Security Engineer

Hobbies and Interests

Business and Academic Research Writing Writing: Presentations | Articles | Blogs | Website content | Research: Business proposals| Business Plan | Project Management | Competitor Analysis |, Community Volunteer Activities Volunteer: Nature conservation | Charity activities | Community sports tournaments | United Nations, Artificial Intelligence Training Interest: Data Labeling | Data Annotation | Multimodal AI Training | Data Mining | Predictive Modeling

Languages

Swahili: Native language

English:  C2
Proficient

Swahili:  C2
Proficient