

Gratien NIYONKURU

📍 Kigali, Rwanda | ✉️ niyonkurugratien@gmail.com | ☎️ +250 788 914 695

Profile

Dynamic and results-driven Marketing and Communications professional with proven expertise in digital marketing, customer engagement, and content creation. Skilled at driving brand visibility, managing marketing operations, and leveraging data-driven strategies to enhance customer experience. Passionate about merging creativity and analytics to support business growth in fast-paced environments.

Core Skills

- Digital Marketing & SEO – Campaigns, Google Digital Marketing & E-commerce
 - Marketing Operations – Market research, analytics, process optimization
 - Customer Experience – CRM, customer success, call center support
 - Content & Media – Social media management, graphic design, video editing
 - Technical Tools – Microsoft 365, Google Workspace, Data Science, Cloud Computing
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Professional Experience

Marketing & Social Media Manager

SAYONAPPS RWANDA ____ KIGALI

MAY 2023 – *PRESENT*

- Directed digital marketing, content creation, and brand campaigns.
- Managed customer interaction channels and enhanced online engagement.
- Designed creatives and implemented social media strategies for growth.

Marketing Specialist

PRIME VIRTUALS

APRIL-2022– MARCH-2023

- Conducted market research and executed online campaigns.
- Created digital content tailored to targeted audiences.

Virtual Customer Support Assistant

WEC ____ KIGALI

NOVEMBER 2021 – AUGUST 2023

- Delivered IT support and online proctoring services.
- Provided customer service and supported digital marketing activities.

Editor

WORLDSHOWZ.COM ____ KIGALI

APRIL- 2020 – OCTOBER-2021

- Collected, edited, and reported news content.
 - Managed social media presence to drive audience engagement.
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Education

🎓 Bachelor in Mass Communication – East Africa University Rwanda 2025

🎓 Highschool Diploma-GS UMUCYO Karengera 2014

Certifications

Digital Marketing & E-commerce Google Project Management ICDL Virtual Assistance

Languages

- English – Fluent
- Kinyarwanda – Fluent
- French – Intermediate