

Gratien Niyonkuru

Kigali, Rwanda

+250 788 914 695

niyonkurugratien@gmail.com

Date: November 14, 2025

Hiring Team

The House of Kemmy

Kigali, Rwanda

Subject: Application for Lead Marketing Strategist

Dear Hiring Team,

I am pleased to apply for the Lead Marketing Strategist position at The House of Kemmy. With strong experience as a Marketing & Social Media Manager, I have built a proven record in developing data-driven marketing strategies, elevating brand visibility, and managing cross-channel campaigns that drive measurable growth.

My current role has strengthened my ability to lead creative direction, brand positioning, and digital storytelling while ensuring consistency across all communication platforms. I am highly skilled in planning and executing promotional initiatives, managing customer engagement, and using tools such as Google Workspace to track KPIs and optimize performance.

I bring hands-on experience in B2B outreach, direct marketing, email campaigns, and field engagement—skills that align strongly with your goal of expanding market presence and strengthening partnerships. My fluency in English and Kinyarwanda, along with intermediate French, enables me to communicate confidently with clients and stakeholders while supporting

teams in achieving strategic objectives.

I am eager to contribute my marketing expertise, creativity, and results-oriented approach to support The House of Kemmy's continued growth in the Rwandan market. Thank you for considering my application. I look forward to the opportunity to discuss how my skills can add value to your team.

Sincerely,

Gratien Niyonkuru