

CURRICULUM VITAE

UMUHIRE FELICITE RAISSA

Kigali, Rwanda

Phone: **0788733874**

Email: umuhireraissa23@gmail.com

PROFESSIONAL PROFILE

Motivated and results-driven Marketing student with experience in customer service, front desk operations, and digital marketing. Skilled in social media management, content creation, client communication, and brand promotion. Known for strong organizational and interpersonal skills, with a passion for supporting business growth and delivering excellent customer experiences.

CAREER OBJECTIVE

To obtain a challenging position in a reputable organization where I can apply my marketing knowledge, digital communication skills, and customer service experience while contributing to organizational growth and developing my professional career.

EDUCATION

Bachelor's Degree in Marketing

University of Kigali

2023 – 2026

Advanced Level (A2) – Mathematics, Physics & Computer Science

Groupe Scolaire Mater Dei

2018 – 2021

PROFESSIONAL EXPERIENCE

Front Desk & Guest Relations Officer

Maya Residences

- Managed guest check-in and check-out procedures professionally.

- Provided excellent customer service by responding to guest inquiries and resolving concerns.
- Coordinated with housekeeping and operations teams to ensure smooth daily operations.
- Maintained reservation records and handled administrative documentation.
- Ensured a welcoming and organized front desk environment to enhance guest satisfaction.

Marketing Associate

Hallmark Company Ltd

- Assisted in planning and implementing marketing campaigns.
- Managed social media platforms to increase engagement and brand awareness.
- Conducted market research and competitor analysis to identify opportunities.
- Collaborated with the sales team to support revenue growth.
- Developed promotional materials, presentations, and marketing content.

Social Media Manager

Asifiwe Design & Technology Ltd

- Developed and implemented social media strategies to improve brand visibility.
- Created and managed digital content tailored to target audiences.
- Scheduled and optimized social media posts while monitoring performance analytics.
- Collaborated with design teams to ensure consistent branding.
- Increased audience engagement through targeted digital marketing campaigns.

ACADEMIC INTERNSHIP

Academic Intern

Asifiwe Graphic Design

- Created and managed digital content for marketing campaigns.
- Communicated with clients to understand project needs and deliver solutions.
- Assisted in developing creative concepts for advertisements and promotions.
- Participated in client meetings and supported marketing initiatives.
- Contributed to improving client engagement and brand visibility.

KEY SKILLS

- Digital Marketing & Social Media Management
- Content Creation & Branding
- Customer Service & Guest Relations
- Client Communication & Relationship Management
- Market Research & Campaign Support
- Microsoft Office (Word, Excel)
- Teamwork and Leadership

LANGUAGES

- **English:** Fluent
- **French:** Intermediate
- **Kinyarwanda:** Fluent

REFERENCES

Nishimwe Ruth

Senior Sales Officer, Rwanda Broadcasting Agency

Phone: +250 784 662 658

Isaac Mushinzimana

Head of Marketing, Asifiwe Design & Technology Ltd

Phone: +250 788 476 998

Ms. Shilpa Chandran R

Head of Department, University of Kigali

Phone: +250 789 365 947

DECLARATION

I declare that the information provided in this Curriculum Vitae is true and correct to the best of my knowledge.