

# KABERA ERIC SILILO

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## PROFESSIONAL SUMMARY

Diplomatic communicator with background facilitating clear, concise communication in line with brand guidelines. Leads teams to achieve high standards and champion the company's values and culture. Forms coherent, data-based strategies to deliver on desired targets.

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## EXPERIENCE

- **United Nations - Resident Coordinators Office Kigali Rwanda Communications and Advocacy officer 2023- To date.**
- **Head of Marketing and Communications, 06/2016 - Jan-2023**  
**Private Sector Federation-Rwanda - Kigali, Rwanda**

### DUTIES:

- Marketing all PSF services aimed at facilitating local and international members including investors
- Editing and producing all communication documents (PSF Quarterly corporate magazine, EXPO Magazine)
- Organizing media activities like Press Conferences, and special interviews on TV, Radio, and in Newspapers.
- Generating Content and managing PSF Social Media Accounts (Twitter, Facebook, LinkedIn, and Instagram).
- Working closely with all Media Houses and generating content like Press Statements and other related content to boost PSF's image.
- Participating in organizing Rwanda International Trade Fairs.
- Advising the Senior Management on Media and Communications related activities.

**SENIOR WRITER, 01/2014 - 06/2016**

**THE INDEPENDENT MAGAZINE - Kigali, Rwanda, RWANDA**

- News gathering and writing
- Editing and proof reading
- Conducting high level special interviews on various topics
- Handling special projects on communications and marketing

**Journalist, 01/2009 - 01/2014**

**THE NEWTIMES, RWANDA**

- News gathering and writing
  - Conducting interviews
  - Editing and proof reading
  - Working on special marketing projects.
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## CONTACT

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**Email:** kabeeraeric@gmail.com

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## CORE QUALIFICATIONS

- High-level skills in social media management
- Content generation for social media accounts
- Organizing Media interviews
- Writing and communication skills.
- Organizing social media campaigns.
- Marketing skills
- Writing content for organizational materials like Magazines, newsletters
- Photography.

## EDUCATION



Master of Business Administration (Marketing Management)- 2022

Bachelor of Arts, Media and Public Relations, 2015

## **MOUNT KENYA UNIVERSITY - Rwanda**

- **Master of Business Administration (Marketing Management)**
  - Bachelor of Arts in Mass Media and Communications  
majoring into Public Relations Management.
  - Diploma of Higher Education, Journalism, 2010  
**UMCAT - Kampala Uganda**
  - Post Graduate Diploma in Journalism from United Media  
Consultants and Trainers in Kampala Uganda
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## **REFERENCES**

REFEREES: 1. Deus Kayitakirwa, Private Sector Federation Director of Advocacy, Employment and Communications. Contact: +250788308396 2. James Munyaneza the New Times Chief Editor +250788387760

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## **ADDITIONAL INFORMATION**

- **AWARDS:** 2013- Best Journalist on EAC Integration reporting on Politics, Education, and Economy 2014- Best EAC Journalist on Regional environment issues. 2018: Best employee PSF.
  - I have previously also done communications consultancy work with different international organizations like Africa Capacity Building Foundation, and the East African community. **CONSULTANCIES DONE.** Spearheading digital awareness campaign and communications for CLADHO- Rwanda Citizen's Guide Book Digital marketing for ACE Event Management Ltd- United Kingdom Africa Capacity Building Foundation Marketing Consultancy for Apparel Manufacturing Group Ltd.
  - Ministry of East African Community-Rwanda (Magazine production and other Marketing related activities) Hired to train (Digital Marketing) Rwanda's Women in Business Targeting the Textile Industry by Kenya Association of Manufacturers supported by GIZ Kenya.
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## **CERTIFICATIONS**

- Certificate in Marketing - Frankfurt School of Finance and Management
  - Certificate in Digital Marketing - East African Business Council
  - Certificate in Reporting on East African Community Integration- TradeMark East Africa
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## **LANGUAGES**

**English:** First Language