

EDITH WANJIRU KAIRA

Branch Manager

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PROFESSIONAL SUMMARY

Results-oriented Operations Manager with 7+ years of progressive experience driving revenue growth, optimizing multi-site operations, and leading cross-functional teams to deliver measurable business impact. Skilled in budget and resource management, KPI/SLA design, stakeholder engagement, and process improvement. Proven track record of turning organizational goals into executable operational plans, with consistent 20–50% revenue and efficiency gains across diverse industries.

CORE COMPETENCIES

Operations Strategy & Execution • Budget & Resource Management • KPI & SLA Development • Process Improvement & Change Management • Team Leadership & Capacity Building • Stakeholder & Partner Engagement • Risk & Compliance Management • Vendor & Contract Management • Data Analysis & Reporting

PROFESSIONAL EXPERIENCE

Branch Manager | Automobile Association of Kenya

Jan 2023 – Present

- Spearheaded branch operations strategy, achieving a 70% increase in sales revenue within 18 months through targeted business development and improved client engagement initiatives.
- Designed and monitored KPIs and SLA frameworks to track performance across customer service, fleet operations, and financial targets.
- Managed full budget cycle including cost control, resource allocation and variance reporting, consistently meeting operational efficiency targets.
- Oversaw fleet scheduling, driver coordination, and vehicle utilization, reducing downtime and improving service delivery.
- Established and maintained strategic partnerships with institutional stakeholders, ensuring programme alignment and accountability.
- Led a portfolio of concurrent operational projects, ensuring compliance with organizational, regulatory, and funder standards while meeting all deadlines.
- Produced executive-level performance reports and actively participated in strategic planning and organizational decision-making.
- Mentored and coached a high-performing team of 10+, improving service quality, staff retention, and overall productivity.

Customer Experience Advocate | Automobile Association of Kenya

Jul 2022 – Dec 2022

- Built and maintained strong client relationships through personalized service delivery, achieving measurable improvements in customer satisfaction scores.
- Applied cross-selling techniques to grow sales by 20%, expanding revenue streams and increasing customer lifetime value.
- Managed multi-channel customer communications, converting inquiries into sales leads and maintaining accurate CRM records.
- Streamlined office processes and petty cash management, improving workflow efficiency and administrative accuracy.

Regional Sales Representative | Tire World Ltd, Kisumu

Jan 2021 – Jun 2022

- Led regional sales team operations, growing market share and revenue by 50% through data-driven targeting strategies and relationship management.

- Conducted market research and competitive analysis to identify new business opportunities and refine quarterly sales forecasts.
- Executed localized marketing campaigns across current and prospective accounts, driving a 20% uplift in cross-sell revenue.

Regional Sales Representative | *ONU Capital, Kisii*

May 2019 – Dec 2020

- Managed South Nyanza sales territory, increasing regional revenue by 45% through strategic vendor partnerships with 13 key accounts.
- Oversaw stock management, payment processing, and vendor relations to ensure seamless supply chain operations.
- Led market expansion initiatives, identifying high-potential segments and executing targeted growth strategies.

Brand Marketing Specialist | *Declan Brown Creatives, Eldoret & Kisii*

Jan 2019 – Apr 2019

- Designed and executed end-to-end brand marketing campaigns, driving a 10% increase in sales through integrated digital and field marketing strategies.
- Organized promotional events and product demonstrations to boost brand visibility and direct customer engagement.

Procurement Officer | *National Produce & Cereals Board, Eldoret*

Mar 2017 – Jul 2017

- Managed supplier relationships and negotiated cost-effective contracts, maintaining quality standards and supply chain continuity.
- Administered procurement contracts, budget allocations, and vendor evaluations, ensuring compliance with procurement policies.

KEY ACHIEVEMENTS

- Grew branch sales revenue by 50% within 18 months through operational restructuring and targeted client acquisition.
- Expanded South Nyanza regional revenue by 45% by building a network of 13 high-value vendor partnerships.
- Reduced operational inefficiencies by streamlining fleet coordination and workflow processes at branch level.
- Consistently delivered 20–50% revenue and efficiency growth across multiple operational roles.
- Street Children Literacy Empowerment Programme, Tumaini Innovation Centre (2021–2023): Managed budgets, M&E, and a volunteer team (part-time, weekends) for a community programme that equipped 70 children with quality literacy skills.

EDUCATION

Bachelor of Arts – Business Management (Procurement)

Moi University, Kenya | Jan 2016 – Aug 2019

Amazon Externship – Amazon Operational Strategy & People Analysis.

In Progress – 2026

TOOLS & LANGUAGES

Tools: Microsoft Office Suite (Excel, Word, PowerPoint), CRM Systems, ERP Systems, Data Reporting & Dashboard Tools

Languages: English (Fluent), Swahili (Native)