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EXECUTIVE PROFILE

Gloria Rotich

Executive Assistant & Communication Strategist

I take the inbox, the calendar, the travel and the follow-ups off an executive's plate — and keep communication clear and moving — so leaders can focus on the decisions only they can make.



ABOUT

I'm a detail-oriented Executive Assistant with 3+ years of experience supporting founders, executives and growing businesses. I take care of the administrative and communication load — inbox and calendar management, client meetings, travel, project coordination — so the people I support can focus on growth.

My background is in marketing and communications. I graduated with a Bachelor of Commerce in Marketing Management with First Class Honours, followed by a Practitioner Diploma in Marketing from the Marketing Society of Kenya. That foundation shapes how I work: I don't just move messages along, I think about the audience, the tone and the outcome.

I've supported a CEO in running an influencer management platform, coordinated large-scale team travel, and built the systems — trackers, templates, communication plans — that keep busy teams aligned. I also speak German (Goethe-Zertifikat B1) and I'm currently completing an MBA.

WHY EXECUTIVES WORK WITH ME

- Confidentiality
- Professional communication
- Proactive thinking
- Discretion
- International communication
- Organisation
- Attention to detail
- Reliability
- Adaptability
- Strategic mindset

QUALIFICATIONS

Bachelor of Commerce — Marketing Management

First Class Honours · The Technical University of Kenya · 2022

Practitioner Diploma in Marketing

Pass · Marketing Society of Kenya (with KASNEB) · 2023

German Language — Goethe-Zertifikat B1

Speaking module · 92/100 · Goethe-Institut, Nairobi · 2016

Master of Business Administration (MBA)

In progress

TOOLS

Microsoft 365 · Google Workspace · Asana · Trello · Slack · Canva · Zoom · Dropbox · HubSpot · Notion

CONTACT

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gloriarotich.com

More time. Bigger possibilities.

Services

Executive Assistant Support

Calendar management · Email & inbox management · Meeting coordination · Travel planning · Itinerary preparation · Research

Communication Strategy

Communication planning · Content planning · Executive communication · Stakeholder communication · Brand messaging · Social media coordination

CEO & Executive Support

Executive scheduling · Meeting preparation · Action tracking · Stakeholder coordination · Confidential administrative support · Executive research

Content & Digital Support

Content creation · Content calendars · Social media coordination · Video coordination · Influencer management · Content research

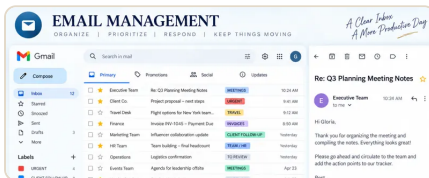
Travel & Event Management

Travel research · Flight coordination · Hotel research · Itinerary preparation · Meeting scheduling · Event planning

Team & Project Coordination

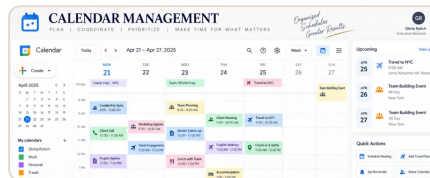
Team-building proposals · Project coordination · Meeting organisation · Task tracking · Vendor coordination · Event coordination

Selected work



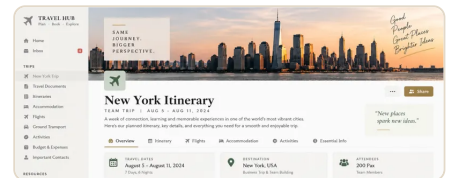
Executive Inbox Management

A labelled, prioritised inbox where nothing important waits and nothing urgent is missed.



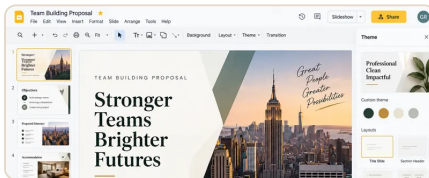
Executive Calendar Management

A week designed around priorities — with focus time, travel buffers and no double bookings.



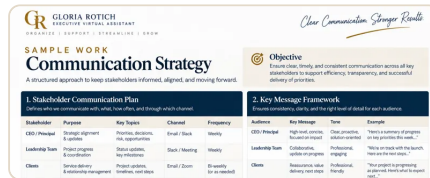
New York Team Trip Itinerary

A polished travel hub for a 7-day, 200-person team trip to New York.



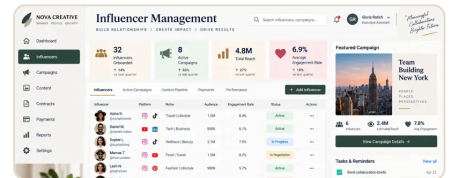
Team Building Proposal

A proposal deck for an international firm's team-building trip — objectives, activities, budget and next steps.



Communication Strategy

A structured plan that keeps every stakeholder informed, aligned and moving forward.



Influencer Management — CEO Support

Supporting a CEO in running an influencer management platform: people, campaigns, content and payments.

Portfolio items are anonymised or demonstration samples; confidential information removed.

Packages (USD)

Focused Support

\$300

per month

20 hours / month

Steady Support

\$450

per month

30 hours / month

Daily Support

\$1,000

per month

5 hours / day ·
approx. 100 hours /
month

Executive Partner

\$1,500

per month

8 hours / day ·
approx. 160 hours /
month

Event Success

\$775

per event

Planning to wrap-up

Bespoke arrangements available — let's discuss your requirements.

Your time is valuable.

Let's create more space for the work that matters.

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