

DOROTHY S.A. OWUOR

PROFILE

Dynamic and motivated professional with a proven record exceeding 8 years of generating and building relationships, managing projects from concept to completion, designing educational strategies, and coaching individuals to success. Skilled in building cross-functional teams, demonstrating exceptional communication skills, and making critical decisions during challenges. Well equipped with proven strengths in driving all aspects of an organization's operations management process, developing a new product, and executing creative marketing plans for successful market penetration. Adaptable and transformational leader with an ability to work independently, creating effective processes, and developing opportunities that further establish organizational goals.

KEY SKILLS

Operations Management | Marketing Planning | Social Media Management | Product Development | Business Scaling | Excellent Interpersonal Skills | Excellent Communication Skills | Diplomacy Skills | Performance Management | Process Workflow Management | Profitability & Cost Analysis | Financial Reporting | Business Management

ADDITIONAL KEY SKILLS

Business Process Reengineering | Capacity Building | Risk Management | Self & Team Leadership

PROFESSIONAL EXPERIENCE

FOUNDER AND CEO LOSCIOUS COLLECTION LIMITED

March 2018 – To Date

Strategy Development and Implementation:

- Developed a marketing brand strategy to raise sale-through of products by close to 10% in 12 months.
- Responsible for development of high-quality business strategies and plans that align with business' objectives and communicating them to employees.
- Responsible for overseeing all business operations ensuring they produce the desired results and are consistent with company's vision.

Business Investment Decisions:

- Responsible for making high-quality investment decisions that advance the business and increase profits.
- Executing on strategic projects and collaborations that help grow the company.

Legal Adherence / Financial Management / Stakeholder Engagement:

- Enforcing adherence to legal guidelines and in-house policies that maintain the company's legality and business ethics.
- Evaluate, analyze, and assume ultimate responsibility for financial and non-financial reports

- Building trusting relations with key partners and stakeholders
- Analyzing problematic situations and occurrences and providing solutions that ensure company survival and growth.
- Keep abreast of the fashion market and industry trends

BUSINESS MANAGER

GENESIS INTERACTIVE LIMITED,

February 2017 – April 2017

Revenue Generation:

- Responsible for generating client revenue of at least \$30,000 in total sales revenue per quarter

Strategy Development & Implementation:

- Conducted new employee orientations and employee relations counselling.
- Responsible for creating unique, personalized, and highly dynamic strategies that convert at least 80% of hot leads.
- Responsible for creating a forecast and development plan for new business accounts on a quarterly and yearly basis.
- Instrumental for providing consultancy, a point of contact and identifying upsell and cross- sell opportunities to drive growth.

TRAINING COORDINATOR

CORETEC SYSTEMS AND SOLUTIONS LIMITED,

October 2010 – January 2017

Organization & Planning / Training Setup / Business Management / Budgeting:

- Instrumental in the establishment of the training department at CoreTEC Systems & Solutions Ltd from inception in the year 2010 from sales of \$ 0 to \$ 30,000 within the first year of operation.
 - Implemented new training policies with controls, resulting in greater efficiency and consistency in training management.
 - Liaising with line managers to prepare training budgets and schedules for training staff.
 - Responsible for planning and coordinating internal and external training programs ensuring that they meet the required standard set out by the company.
 - Successfully organizing, developing, and sourcing training programs meet specific training needs linked to the organization's objectives.
 - Instrumental for conducting training evaluation aimed at providing the top management with key information for managerial decision making.
 - Instrumental for successful induction of new employees.
 - Responsible for successful marketing of available training programs to the organization's clients.
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**ACADEMIC
EDUCATION**

B.SC (INTERNATIONAL BUSINESS ADMINISTRATION, MARKETING)

United States International University – Africa

Graduation [2010]

KENYA CERTIFICATE OF SECONDARY EDUCATION

Kianda School

Graduation [2005]

**PROFESSIONAL
EDUCATION &
TRAINING**

CHARTERED INSTITUTE OF MARKETING

Digital Strategy, CIM; Professional Diploma in Marketing

Graduation [2019]

NON-DEGREE TRAININGS

Public Relations | Stress Management | Customer Care | Corporate Strategic
Plan Development & Implementation | Personal Branding & Marketing Skills |
Social Media Marketing for Small Businesses

REFEREES

Valentine Gichau,
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