

CURRICULUM VITAE

BIO DATA

NATIONALITY: KENYAN

LANGUAGES: ENGLISH, KISWAHILI, BASIC FRENCH

CAREER HISTORY

DEC 2014 to DATE

Marketing Manager - MARIE STOPES KENYA

Marie Stopes Kenya, P. O. Box 59328 – 00200 Nairobi

Reporting to the Director, Technical Services – Marie Stopes

Responsibilities:

Strategy development, brand communication & messaging, recognition and visibility across all service channels to increase influence, working with community health structures, ensuring sustained demand creation initiatives to drive impact and build income, managing client feedback, management of the marketing mix, managing advertising agency, stakeholder and donor relationships, and implementation of donor deliverables. The responsibilities also included supervision of teams countrywide and active participation in project committees both within the organization and the global Marie Stopes International community, budget management and thought leadership.

Achievements:

- Development of communication materials targeting clients, partners, donors and staff. This includes development of the organizational capacity statement, internal news bulletin, collection of testimonials, client brochures and posters.
- Providing leadership and building the Marketing Department structure to have 3 sub-departments – Marketing, Contact Centre and Community Liaison to support and guide all the program channels.
- Successful implementation of a youth project funded by Children Investment Fund Foundation (CIFF) – Future Fab, from the ideation, prototype to scale up using Human Centred Design (HCD), launched in 2016. I further presented the learnings project at the International Social and Behaviour Change Communication Summit (April 2018) and contributed to the formation of the HCD community of practice in (Jan 2018)
- Driving mobile outreach innovation for adolescents in Kenya, funded by Hewlett, using Human Centred Design in Machakos and Kakamega regions (Aug 2018 – Oct 2019)
- Design and implementation of a school health program with life skills focus, funded by CIFF and Bill and Melinda Gates Foundation (BMGF) in 4 counties – Mombasa, Nakuru, Bungoma, Trans Nzoia (2017-2019)

- Growth in client numbers within Marie Stopes Kenya Centres by over 50% since 2015. Innovations within the Contact Centre have contributed to 10% of the clinics' income.
- Scoping and launch of CRM system for effective client data capture and follow up by the MSK Contact Centre (April 2019)
- Growth of the Contact Centre from inbound/outbound calls to social media engagement, feedback system and support for all channels, and online advertising.
- Training the Contact Centre team on work flow processes and adopting a customer response management system (May 2019), adaptation of social media data capture platform (April 2020)

FEB 2011 to NOV 2014

Brand Manager - Nation Newspapers Division and Broadcasting

Nation Media Group, P. O. Box 49010 00100 Nairobi

Reporting to the Marketing Manager – Nation Media Group

Responsibilities:

Managing and growing print brands – Business Daily and The East African, and the broadcasting brands – NTV, QTV, QFM, Easy FM . This includes strategy development and implementing the marketing plans, budgeting, managing brand building activities such as consumer promotions and below the line activities, strategic brand analysis through research and consumer feedback, and increasing station ratings.

Achievements:

- Developed synergy for sponsorships to make them revenue generating
- Creating value with Top 100 and The Next Big Thing properties for Business Daily
- Consumer engagement activities for The East African – University debates
- Top 40 Under 40 Women 2014 campaign – call to action and celebration event
- Successful launch and growth of QTV since April 2012
- Grand countrywide road shows for *Uongozi Campaign* in preparation for 2013 general elections– a leadership sensitization initiative by Nation Media Group, Mandala and Inuka Trust
- Consumer promotions for NTV, QTV and QFM
- Station road shows for QTV and QFM in 2012 and 2013 respectively
- Marketing the Presidential Debates 2013

JUN 06 to JAN 2011

Brand Manager / Account Manager - Experiential

Royal Media Services, P. O. Box 7468 00100 Nairobi

Reporting directly to the Group Commercial Director – Royal Media Services

Responsibilities:

Managing all the Royal Media Radio stations (12) as brands. This includes implementing the marketing plans, budgeting, managing brand building activities, strategic brand analysis and increasing station ratings. The focus was on using experiential marketing and sales to build the stations as well as establish it as a revenue making venture for the stations. Relationship management was key.

Achievements:

- Developing media advertising packages for clients

- Handling various projects such as concerts, theme nights (Ramogi & Mulembe), live screen shows, and station road shows.
- Managing the first Grand Countrywide road shows for Committee of Experts during the on ground civic education drive on the 2010 Referendum and 'Niko na Safaricom' road shows.
- Professional outlook of the stations (new image) and ensuring on ground visibility during the road shows and market days. Of particular reference is the growth of Ramogi FM, Musyi FM, Muuga FM and Wimwaro FM.

Oct' 03 to May 06

Senior Account Manager – Ramogi FM, Royal Media Services

Mar'02 - Sept'03

Media Account Executive (Media Planner), Universal McCann P. O. Box 48541 00100 Nairobi

Mar'01-Feb'02

Media Monitor, Universal McCann P. O. Box 48541 00100 Nairobi

PROFESIONAL AND ACADEMIC BACKGROUND

<u>Date</u>	<u>Institution</u>
2008-2009	Chartered Institute of Marketing (Makini College) Professional Diploma in Marketing - ACIM
2001-2004	University of Nairobi Master in Business Administration, Marketing
1995-2000	Egerton University P.O. Box 536, Njoro BSc. (Upper 2 nd Class Honours), Horticulture

OTHER SKILLS ACQUIRED

- Reputation Management in a Digital World
- Marketing and Evidence to Action training on best practices in data presentation and use
- Media and Communications Training
- Contact Centre Training of Trainers on contact centre management, values clarification and soft skills
- Insights Discovering Leadership program, Supervisory Skills Training
- Supervisory Skills Training
- MSI Youth and Adolescent Workshop on mainstreaming adolescent programming
- USAID Compliance Training
- Marie Stopes Kenya Youth Friendly Services Training
- Strategy Execution with Strategy Maps and Balanced Scorecard Master Class

REFEREES:

Silas Murianki
Programmes Director
Marie Stopes Kenya
Nairobi

Tel: 0720 461283

Silas.murianki@mariestopes.or.ke

Dennis Radak
HR Consultant
Tel: 0722 720539
Nairobi

radakdennis@yahoo.co.uk

Nancy Wangui Ikahu
General Manager
Gap Marketing
Nairobi

Tel. 0722 788514

wanguiikahu@gmail.com