

PROFESSIONAL SUMMARY

Early-career Product Marketing and Growth professional with a strong analytical foundation in software engineering and data science. Proven track record leading cross-functional initiatives, translating data into measurable growth, and adapting quickly across fast-moving industries -from telecommunications to fintech.

EDUCATION BACKGROUND

Bachelor of Science in Software Engineering, **Multimedia University of Kenya - Second-Class Upper** 2025

Kenya Certificate of Secondary Education, **Pangani Girls' Secondary School - A Minus 80 Points** 2021

RELEVANT EXPERIENCE

Product Marketing Lead, Hauz Entertainment

May 2026 - Present

- Monitor campaign performance and audience insights to optimize content and improve customer engagement.
- Co-led digital marketing and community strategy for Safaricom Hook, executing youth-focused campaigns around major cultural moments, including the FIFA World Cup.
- Designed the marketing strategy and communications framework for HauzPay, supporting the company's fintech marketing efforts.
- Develop campaign strategies, content calendars and creative briefs while collaborating with designers to deliver engaging digital experiences.
- Contributed to digital growth, achieving 2.8M Instagram views (+401%), 2.6M Facebook views (+462%), 67K content interactions (+594%) and 1,100 new Instagram followers (+77.7%).

Product Marketing Intern, Safaricom

June 2025 - February 2026

- Supported strategy and execution for S-Hook, Safaricom's youth platform (Website, LMS & USSD *555#), supporting youth engagement across Kenya.
- Designed a 90-Day onboarding framework improving early user activation and retention through youth-centric messaging.
- Spearheaded the Safaricom × Canva partnership activation, coordinating cross-functional teams across product, legal, and comms to execute a high-visibility brand collaboration.
- Analyzed user data to improve messaging and digital touchpoints across web and USSD channels.

Product Management Trainee, Africa Agility

January– April 2025

- Completed intensive 3-month product management program focusing on discovery, strategy, and execution.
- Contributed to designing Skills Innov8, a platform transforming Student Industrial Work Experience Scheme in Nigeria.
- Applied agile methodologies and user research techniques to identify pain points and develop prioritized solutions.

Data Science Intern, Intern Savvy -Remote, India

May 2023 - June 2023

- Built a linear regression model in Python to predict graduation outcomes with 80% accuracy.
- Developed **interactive visualizations** (bubble charts, heat maps, geographical maps) using **Tableau**.
- Conducted **customer segmentation using clustering techniques**, identified market patterns for business insights

LEADERSHIP & MARKETING EXPERIENCE

Publicity & Social Media Lead Volunteer IEEE Kenya Section

2025

- Collaborated with the **IEEE university chapter leads** to align national communication efforts across 10+ campuses.
- Led the marketing, branding and promotion for IEEE major events like IEEE Kenya Gala Dinner 2024.(100% sold out)

Marketing - Volunteer, AWS Student Community Day Kenya

2024 – 2025

- Boosted online engagement by 40% through targeted content strategies and digital campaigns
- Achieved 100% ticket sales through strategic outreach and relationship cultivation

COMMUNITY AND LEADERSHIP

Program Manager & Co-founder, Geek-ssters, Kenya

2023 – Present

- Founded and scaled community to 100+ women in tech with 50% program (Soft Skills Program) completion rate through personalized engagement.

Co-founder, Be Audacious Africa, Kenya

2024 – Present

- Co-founded Be Audacious Africa Tech community, developing and launching webinar series on AI/ML and other tech topics empowering 300+ young Africans through structured learning and community engagement.

CERTIFICATIONS

Product Management(Africa Agility), Certified in Cybersecurity (ISC2, Cybershujaa), Data Science (Moringa School)

KEY SKILLS

Product Marketing & Brand Strategy, Product & Program Management, User Research & Engagement, Digital Platform Optimization, Problem Solving, Data Analysis & Visualization, Cross-Functional Team Coordination, Community & Stakeholder Management, Strategic Planning & Leadership, Content Strategy, Digital Marketing, Machine Learning