



DELPHINE MUKANDUTIYE

Brand Strategist | Ed-tech | Training
| Digital Solutions

CONTACT ME



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PROFILE

I purposefully create powerful and engaging brands. I endeavour to deliver digital solutions and top-notch customer experience that inspire business growth and profitability.

STRENGTHS

Honest and hard working

Ability to prioritise tasks

Reliable

Enthusiasm and readiness to learn

Research achievements

CORE SKILLS

Writing skills: ability to write grant proposals, projects reports, research papers for publication and Information Systems documentation. I wrote 2 research papers and they were accepted to be presented in international conferences on IT in education.

Working under strict deadlines: I am comfortable and used to working under tight schedules, working on various projects and delivering results.

Excellent communication skills: I have had the chance to gain people skills while working in ICT support services, computer labs, handling correspondence and relationships at the Safaricom Academy and working in communication department.

Team work: I am comfortable working in teams on various research projects, brainstorming and I appreciate the input of each and every member of the team. I am also able to work on my own.

Training skills: Developed in working with customer experience and public relations, while working with new hires in respective departments.

EDUCATION SNAPSHOT

Google Certifications

Google Certified Digital Advertising Professional
May 2015

Strathmore University; Safaricom Academy

Masters in Mobile Telecommunication and Innovation
July 2011 - June 2014

Strathmore University

Bachelors in Business and Information Technology
Nov 2008-Apr 2011
Graduated with a 2nd Class Upper

Strathmore University

Diploma in Business and Information Technology
Jan 2006- May 2007
Graduated with a Merit

Saint Kizito School

Certificate des Humanites Modernes
Sept 1996 - Sept 2002

Graduated with a Distinction

LANGUAGES

English, *both written & spoken*

Swahili, *both written & spoken*

French, *both written & spoken*

EDEL DIGITAL

Founder & MD

Our services include:

- Graphic design (logo, posters, company profile, brochures, etc.)
- Content creation (copy writing, explainer videos, posts, infographics)
- Website design and development
- Social media strategy, management and lead generation
- Media buying
- Public relation (brand reputation management)
- Edel digital academy (apprenticeship and short trainings)
- IT software solutions

AMACO Insurance

Head – Digital, Brand & Customer Experience

- In charge of updates on all digital platforms
- Driving sales through the digital platforms
- Planning & executing CSI initiatives
- In charge of customer experience
- Driving efforts to grow the company brand in the market
- Company strategy execution

In partnership with YTEDC

Consultancy/Online Training

- Trained the Youth, Women & Entrepreneurs on
- Personal branding,
- Digital presence/visibility
- Managing your business
- Standing out in entrepreneurship
- ONE -ON-ONE Trainings
- For social media manager, digital marketers who run campaigns for their companies or entrepreneurs who want to understand the digital game and are keen on knowing how to generate business.

AMACO Insurance

Brand and Communication Manager

- Brand Manual development
- Brand strategy development
- Digital marketing
- Website revamping and e-commerce
- Social media marketing and community growth
- Coordinating branding and promotion activities such as exhibitions, CSR events
- Manage outdoor advertising such as billboards, road and branch signage.
- Handling Media advertising
- Managing the brand and communication budget
- Work closely with the product and innovation team

@iLabAfrica – Strathmore University

Project Manager

- Google Digital Advertising Academy
- Plan and execute online campaigns on social media channels and Google AdWords, maintain @iLabAfrica's social media presence, measure and report performance against set goals.
- I ran the Google Digital Advertising programme: main duties include curriculum development, recruitment to the programme, industry/agency relationship management, handling correspondence with students and instructors, contracts, budgeting, funds management and preparing reports.
- I have worked on several research projects such as the e-Learning Support Centre, mobile learning and e-assessment for Strathmore University. This role is linked to research papers mentioned herein.
- I led a team that piloted and won a tender on the automation of the revenue collection for Kiambu County. This project is worth USD 500,000. Realised benefits to the County include: citizen participation, empowerment through transparency, access to information, upsurge and visibility of county revenues.

Strathmore University

Computer Labs administrator

- Computer Labs administrator
- Performed software and hardware support for computers in the student labs
- Performed computer maintenance and troubleshooting
- Handled LAN and wireless configurations

GlaxoSmithKline

Intern

- Procurement data analysis
- Procurement data entry.
- Filing procurement documents

Strathmore University

ICT Help Desk Coordinator

- Provided technical support for Strathmore University Staff members.
- Performed troubleshooting on hardware: printers, personal laptops and desktop computers.
- Designed and printed staff and students identification cards
- Coordinated end user requests using the request tracking system
- Handled issuance and maintenance of audio-visual equipment.

ABILITIES & STENGTHS

Certified internal quality auditor by the Kenya Bureau of Standards

Volunteered at Thomas Barnados Children's home as my community based attachment. I visit the Home whenever I have the chance.

Received various certificates as a member of the basketball team for Strathmore University

Actively participate in the student mentoring program ran by @iLabAfrica.

PROGRAM COORDINATION

I handled the Safaricom Academy Programme duties such curriculum development, conducting interviews, handling correspondence with students, sponsors and other stakeholders, generating reports to management and participating in the mentoring program.

RESEARCH

2012 – KENET research: development of mobile learning platform and e-assessment in Strathmore University.

2013 – Conference research paper: the use of ICT in assessment of large classes, a case of Strathmore University.

2013 – Pioneered the launch of the e-Learning Support Centre in Strathmore University

2014 – Paper on 'Adoption of e-Assessment in Strathmore University', presented at the IST-Africa 2014 conference in Mauritius. The paper was published by IIMC 2014.

2014 – Paper on 'The Way to Go: Designing for Social Media-Based Learning. A case of Strathmore University' was presented at the E-learning Innovations Conference held at Safari park (Kenya).



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