



ANTHONY JOHN OPONDO

Business Development & Marketing / Project & Events Management Specialist

PROFILE SUMMARY

A Corporate Personnel with 6years + experience, who is both articulate and persuasive, has superb communication and organizational skills, and the ability to come up with great marketing ideas/plans that are strategically aligned to the Business.

Having held previous roles such as a Senior Business Development Manager, Project Manager, Events Manager, Fundraising Consultant, Community Development & Social Work Practitioner, I am experienced in identifying the needs of customers and delivering in terms of publicity and sales, elevating the customers experience to new heights. I have a strong work ethic, loads of enthusiasm and will go that extra mile to deliver results.

CONTACT

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PERSONAL QUALITIES

Communication
Creativity
Innovation
Leadership
Organization
Proactive
Team work

EDUCATION

Catholic University of Eastern Africa

2011 – 2013: B.A -Social Sciences & Community Development Studies

Kisumu Day High School

2005 – 2008: Kenya Certificate of Secondary Education

Arya Primary School

1997-2004: Kenya Certificate of Primary Education

KEY SKILLS AND COMPETENCES

- Strong interpersonal, presentation and negotiation skills.
- Outstanding written and oral communication skills.
- Ability to monitor market trends through experience in conducting frequent Rapid Market Assessments (RMA's) and market research.
- Proven team and client relationship skills as well as the ability to meet goals and deadlines, often under pressure.
- Exceptional organization skills and customer management skills as demonstrated in successful event planning experience.
- Dynamic experience in carrying out market planning activities including branding, advertising and marketing communications.
- Dynamic, proactive, creative problem solving and decision-making skills.
- Excellent know-how on strategizing social media content.
- Excellent facilitation and implementation skills in Community Development Projects and Initiatives
- Excellent language skills including multiple languages including English, Swahili and basic French.

AREAS OF EXPERTISE

- Business Development and Marketing (B2B/B2C)
- Communications and Public Relations
- Interactive Marketing and Market Research
- Fundraising and Events Management
- Strategic Partnerships and Community Development
- Project Management
- Social Media Management and Digital Marketing

PROFESSIONAL WORK EXPERIENCE

GODREJ INTERNATIONAL-KENYA

Project Manager: Light-Up Kenya

March 2019 – Ongoing

Location: K'ogelo, Siaya County

- This is a pilot program designed to bring light to the Niyadhi and Kogelo villages, which totals to 600 homes. The plan is for SOWO to build trust with the people of the villages and identify locals who would support the implementation of this technology by training community members. By commissioning a group of locals to train the community, the project would also generate employment.
- Dr. Bajaj and SOWO have teamed up to secure sponsorship funding. Godrej Kenya, which is a leading FMCG company with Darling as one of its flagship products, and a major commitment to women communities in Kenya, signed on to support the pilot. "This one change can be life transforming" Gaurav Kaushal, CEO Godrej Kenya had observed. With the blessings of Mama Sarah Obama and good wishes from Former President Barack Obama, project "Light up Kenya" was launched on July 16, 2018. This project will light up 600 households in the villages of Siaya County with the help of inexpensive renewable solar energy. These solar lamps will not only bring light to the homes but will also create employment opportunities for those trained to assemble and install these solar lamps, thus providing a feasible solution to address energy and poverty challenges in rural Kenya.

SKILLSHARE LIMITED

Business Development Manager

(July 2015- Dec 2017)

Location: Nairobi

- Head of the Marketing Department/Unit & Aid to the Managing Director.
- Head of Secretariat for the Coordination of the International Public-Sector Organization Development Workshops in the U. A.E for the benchmarking of County Government Public Servants and officials
- Identifying cross-selling opportunities and participate in preparation of Business for new corporate business.
- Coordinate seeking opportunities for business development within a defined area or sector e.g. County Governments
- Co-Facilitator for Devolution, Civic Education & Public Participation Kenya Devolution support programs within 8 Counties.
- Responsible for heading up their expansion in new markets as well as continued expansion among existing clients.
- Building relationships with existing clients in an attempt to increase their current spend.
- Driving peak performance and sales success across the organization.
- Creating, negotiating and closing commercial agreements.
- Devising and implementing the strategy for meeting sales performance
- Delegate various event management tasks to the team on the ground at corporate events.
- Lead in making sales pitches to clients.

CHASE BANK KENYA LTD (IR)

Marketing Executive/Public Relations Officer

Mar 2014 – Apr 2015

Location: Nairobi

- Coordinate and facilitate MPESA float sales activations in Retail Banking
- Prepare and submit reports to the Bank Operations Manager and Branch Manager
- Assist and provide client relations advice to the MPESA agents on the field

UNISCOO
Internship
May 2012 – Aug 2013

- Programs assistant for corporate and student forums
- Linkages and referral for client service in entrepreneurship
- Public relations and marketing of organizational products & services/ corporate marketing

ZABIBU CENTRE
Teacher/ Social Work Practitioner
Sep 2012 – Apr 2013
Location: Ruiru, Kiambu County

- Guidance and counseling services, part-time teaching in Kiswahili, history and life skills
- Mentoring programs in art, dance and drama

Transmillenium Property Group Limited
Digital Marketing Executive
Oct 2011 – Jan 2013
Location; Nairobi, Kenya & Juba, Southern Sudan

- Content creation and management: content marketing.
- Interaction with users: community engagement.
- Social commerce: leads, calls to action and conversions in social media.
- Monitor online media, information sources and social channels.
- Measurements and follow-up: determining the insights of the work carried out, justifying the quality of the actions taken and, of course, the results thereof.
- Fan building: based on achieving specific insights objectives.
- Qualitative aspects: Sentiment reports, strengths, scope, passion and effects for the brand online.

IMPACT RESEARCH & DEVELOPMENT ORG.
Field Assistant
Dec 2008 – Mar 2011

- Life skills and behavior change facilitations in the shuga-GPANGE program.
- Peer education monitoring
- Supervision duties during spot-checks
- Demystify myths and misconceptions about sexuality to help reduce the prevalence of HIV among the youth (10-29years) through health talk sessions in schools and other out reaches.
- Prepare training materials & venues
- Community Liaison, mobilization and organization for the VMMC intervention.
- Monitoring & Evaluation of activities
- Intervention Participants
- Development /Custody of intervention materials
- Any other duty deemed by employer for the success of organizational objectives

CONSULTANCY WORK EXPERIENCE

COMPANY / ORGANIZATION	PROJECT TIMELINE	DESIGNATION & SUMMARY
ENEZA EDUCATION LIMITED	June 2018 – July 2018	B2B Sales Consultant
IFC - International Finance Corporation	May 2018	Event Management Consultant- Africa SME Forum
PATH Intl.	May 2018	Event Management Co-coordinator

AD PACK SIX & SIGMA 6 EVENTS MANAGEMENT LLC	Mar 2018 – June 2018	Marketing, Sponsorship & Corporate Events Coordinator (United Arab Emirates)
Kleva Solutions Dates	Feb 2015 – Jul 2015	Marketing and Public Relations Executive (Short Term Contract
Communications Authority of Kenya (CA)	Dec 2014 – Feb 2015	Marketing Executive/Public Relations Officer
DREAMLINE BUSINESS CENTER	Aug 2014 – Dec 2014	Business Development Consultant/ Public Relations Officer

PERSONAL ENTERPRISE

- Run various accounts on a variety of social media platforms to promote various brands, art and other personal interests. These are skills that I incorporated during my services as part of the Social Media Design Team for DuPont Kenya and Transmillenium Property Limited running social media campaigns for them on Twitter and earning accolades such as DuPont Africa's Social Media Champion.
- I have also successfully designed and done the interior décor of various cafes, barbershops and houses in Roysambu Estate.
- I have also represented Kisumu's Yawa Dancers at two finals of the Sakata dance competitions and currently play hockey for Impala Club in Nairobi.

ACHIEVEMENTS & MILESTONES

- **2018:** Served as Consultant for Partnerships and Liaison for SOWO, Sauti Kuu & Mama Sarah Obama Foundation prior and during the visit of the Former President of the United States of America, H.E. Barack Obama, in K'ogelo Siaya County.
Team member for the development and launch of the Girls empowerment program through vocational training in K'ogelo as we partnered with Darling Kenya and Godrej International
- **2018:** Served as a consultant for Skye Planners, an events management company that is based in Kenya and owned Ms. Hendrica Muhonja. I had the chance to work with the IFC Kenya team in coordinating and handling logistics for the Study Tours and the Main conference.
- In the same week of May 2018 I served as lead consultant for Event Management & Coordination for PATH INTERNATIONAL & SkyePlanners during the SMPDA Conference 2018 also held at Kempinski Hotel.
- **2015-17:** Head of Coordinating Secretariat the IPS workshops in Dubai successfully having handled 8 series of these workshops.
- **2016:** Lead Curator for the Meru Devolution Conference for the Council of Governors' Lounge and Cocktail Dinner
- **2015:** Successfully organized the 1st County Public service Board Members Consultative Forum in Mombasa County for 350 delegates from the 47 County Public Services
- **2015:** Led the Marketing team for C. A. K/Digital Kenya through the Central Kenya region during the Digital migration campaign also serving as the Official Corporate Mcee.
- **2015:** Appointed as Safaricom Activ8 Brand Ambassador after successfully completing the Safaricom Activ8 Program
- **2013:** Lead and choreographed an award winning choral verse at Kiambu County Music Festivals for Students at Zabibu centre, Ruiru.
- **2010:** Participated at the 1st Junior Olympic qualifiers in East London, South Africa.
- **2009/10/11:** Won the Kenya Universities Sports League and Kenya Hockey Union Premier League with Strathmore University.
- **2006/2008:** Won the Provincial Hockey and Drama Title with Kisumu Day High School.
- **2008/09:** Awarded Student and Athlete of the Year (Kisumu Day High School).
- **2006-:** 1st runner's up in Public speaking at the Cultural Festival Organized by CDC/IMPACT R.D.O on HIV/AIDS Awareness.
- **2003-:** Awarded the Best speaker at the Kenya National Music Festivals for Primary Schools

TRAININGS & SEMINARS

- Trained in International Public Sector Organizational Development by Xcellence Plus and Skillshare in the U.A.E
 - Trained as a Psychometrics Specialist by Mettl
 - Trained as a Marketing & Product Ambassador through the Safaricom Activ8 Program.
 - Trained as a drugs and HIV/AIDS Peer Educator, courtesy of IMPACT R. D. O/ C. D. C
 - Attended a seminar on Entrepreneurship and Small businesses through the Capital Campus Initiative.
 - Trained as a Program Facilitator for the SHUGA-GPANGE Program
 - Successfully trained, Recruited and implemented Families Matter! Program
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REFERENCES

1. **Mr. ROY KIRIANJA**
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2. **Mr. KEN AIM**
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3. **Ms. CHRISTINA NJOKA**
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