

# Cynthia Thinwa

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## SUMMARY

Passionate about impactful marketing research through machine learning & data science.  
Currently a 2021 Delta Analytics Teaching Fellow and Bootcamp33 Trainee.  
Has open-source and corporate experience of 3 years.

## SKILLS

**Communication Skills:** Report Writing, Copywriting, Design, Public Speaking, Marketing

**Programming Skills:** Python, R

**Interpersonal Skills:** Negotiation, Team Player, Empathy, Leadership

**Adaptability:** New Idea Generation, Multiple Domain Knowledge & Experience in Marketing and ICT

**Intellectually Curious:** Continuous Learning, Teaching

## PROJECTS

**Machine Learning Teaching Fellowship, Delta Analytics**

**May 2021 - November 2021**

- Undergoing training in how to teach technical concepts to both technical and non-technical audiences (For more, click [here](#)).
- Conducted a lecture on 8th October [here](#), showing how to process audio, video and text data, with #KOT data.
- The video got 80+ views in 2 weeks and has sparked discussions around locally made NLP solutions that consider code-switching and multilingualism at the same time.

**Tech Lead, [applysocialstats.com](https://applysocialstats.com)**

**August 2020 - Present**

- Programmed the site (v. 1.0) in 5 months using Python, CSS and JavaScript. It demystifies data, research and math concepts, based on my Masters journey in the University of Nairobi.
- It currently has more than 10 users.

**Why you should contribute to open-source as a data scientist**

**June 2020**

- Documented my experience [here](#) on contributing to ScikitLearn, an open-source machine learning library
- The aim of the article was to encourage more people to embrace open-source.
- It currently has more than 100 reads and more than 50 views.

**KIVA project**

**April 2020 - June 2020**

The goal of the project was to look for additional data sources in order to assess the welfare of KIVA borrowers. Project insights include:

- The welfare of borrowers was good because:
  - Massive impact is being achieved for Kenyan men and Filipino women, because the loans are small enough to pay back and monthly repayments are taking up only 50% or less of their monthly income
  - Few borrowers are taking loans for personal use
  - Social businesses that employ locals are taking up loans of USD 50,000
- However,
  - Countries that have many more people in need like Burkina Faso, Sierra Leone and Mali have a high debt burden, trapping borrowers from these countries in poverty.

**Finalist, DataHack4FI Season 3 Competition**

**November 2018 - August 2019**

- Was part of the top team in Kenya that got to represent the country in the African finals (For more, click [here](#)).
- Enrolled in and completed MPPDS (Microsoft Professional Program in Data Science) certification, with one of the best performances in the country.
- In the grand finale, more than 300 key stakeholders in financial inclusion and technology met in Kigali Rwanda, and my team was able to present to a panel of judges an InsureTech solution.

## EDUCATIONAL BACKGROUND

**University of Nairobi – Nairobi, Kenya**

**September 2019 – December 2021**

Master of Science in Social Statistics (thesis on the informal economy in Kenya)



**University of Nairobi – Nairobi, Kenya**

**September 2012 – December 2016**

Bachelor of Commerce, Marketing Option with Upper Second (thesis on tour operators in Nairobi CBD) and 65.47/100 GPA

**Bishop Gatimu Ngandu Girls' High School – Nyeri, Kenya**

**January 2007 – December 2010**

Kenya Certificate of Secondary Education with a mean grade of A minus

## **SHORT COURSES**

**Introduction to Machine Learning in Production**

**June 2021**

**Coursera – Remote**

- Learned a framework for deploying Machine Learning solutions.
- Obtained a final grade of 94%.

**International School of Advertising – Nairobi, Kenya**

**January 2018 – December 2018**

- Obtained The Chartered Institute of Marketing (CIM) Level 4 Award in Digital Marketing with Distinction
- In ICEA LION Life, I advised on how to leverage integrated brand communications for a product relaunch.
- The report was well received by the head of Marketing & Communications at ICEA LION Group.
- In KCB Bank, I wrote a briefing paper on multi-channel marketing and wrote a marketing report assessing their readiness for multi-channel marketing in online and offline spaces and how integrated their marketing efforts were.

**Microsoft Professional Program in Data Science**

**November 2018 – December 2020**

**Microsoft Learning & 21c Skills - Remote**

- Learned fundamentals of data analytics, data science and big data management.
- Obtained a mean grade of 92.8%.

## **PROFESSIONAL WORK EXPERIENCE**

**AI & Blockchain Intern**

**May 2019 - February 2020**

**Adrian Group (K) Ltd. – Gitaru, Kenya**

- Built the first AI customer segmentation solution to facilitate insights around consumers and map existing churn to each segment.
- Insights from this solution led the business to emphasise data collection efforts from technicians to increase data size and availability.
- Developed 3 product use cases with sketches and price points after conducting value chain analysis on how the solution could be commercialized.
- Designed AI solutions that could grow over time and could be integrated with the existing system.
- Participated in documentation efforts, leveraging my business writing skill and past internship experiences.

**Client Service & Digital Intern**

**March 2018 - August 2018**

**Brainwave Communications – Nairobi, Kenya**

- Managed 4 brands' social media by engaging with follower content and replying to user feedback on behalf of Client.
- Reviewed social media analytics and wrote monthly reports for all 4 brands.
- Delivered a content strategy proposal for 1 brand.
- Working with a designer, we were able to leverage influential hashtags and persuade the media buyer to increase spend for a brand post; this increased content reach from a Kenyan audience to a Kenyan, Tanzanian and Ugandan audience and increased the number of prospective sales via social media.

**Business Development Intern**

**September 2014 - October 2014**

**Infotrak Research & Consulting – Nairobi, Kenya**

- I did secondary research for the firm and wrote 1 proposal for a prospective client.