

# Cynthia Thinwa

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## SUMMARY

Passionate about impactful marketing research through machine learning & data science.  
Has open-source and corporate experience of 4 ½ years.

## SKILLS

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

**Programming Skills:** Microsoft SharePoint, Power BI, Python (Scikit-learn, Pandas, TensorFlow, Django, Flask, Kubeflow), R, SQL, Linux, JavaScript

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

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

**Intellectually Curious:** Continuous Learning, Teaching, Problem Solving

## PROFESSIONAL WORK EXPERIENCE

### Quality Lead (Interim), Kenya

November 2022 - Present

#### DHL Supply Chain Ltd. – Nairobi, Kenya

I have 2 key areas of responsibility:

##### Quality Management System

- Achievements
  - Aligned new SOPs to global format for SOPs

##### External Quality Audits

- Achievements
  - Successfully completed CSCS: Quality Essentials course and ISO 9001: 2015 Internal Auditor training
  - Created a virtual platform where regional and local stakeholders could get status updates on progress towards closing the audit.
  - Streamlined documentation for Kenya and managing eQMS migration for the country
  - Worked within a team to move client audit scores from "Needs Significant Improvement" to "Pass" and successfully led a team to ensure we score 86% in a separate customer audit

### Performance Management Lead, East Africa

February 2022 - Present

#### DHL Supply Chain Ltd. – Nairobi, Kenya

I have 5 key areas of responsibility:

##### Standardization

- Achievements
  - Curated warehousing data to make it accessible for 3 sites
  - Created a shared workspace on Power BI for East Africa

##### Performance Management

- Achievements
  - Collaborated with a Site Lead in the design of a Customer KPIs dashboard
  - Power BI dashboards embedded into PowerPoint for all internal performance review meetings in Kenya.

##### System Management

- Achievements
  - Created a shared PowerBI workspace, that was connected to Microsoft Teams for relevant parties to access dashboards
  - Enhanced data quality by working in a team to validate master data for East Africa
  - Standardized data transformation and archiving leveraging Python, KubeFlow and Git within DHL infrastructure
  - Aligned user credentials on LOGICS across East Africa for adequate controls and timely reporting of Business Metrics

##### Stakeholder Management

- Achievements
  - Conducted a time tracking and attendance study with all Kenya site leads in 2022
  - Created dashboards that could be viewed by both data providers and senior management
  - Worked in cross-functional teams to deliver various projects, including 2 startups

##### People

- Achievements
  - Delivered a project collaborating with people from all levels of seniority within the first 90 days of my role



### 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 Ltd. – 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 include both Tanzanian and Ugandan audiences and increased the number of prospective sales via social media.

### Business Development Intern

September 2014 - October 2014

#### Infotrak Research & Consulting Ltd. – Nairobi, Kenya

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

## EDUCATIONAL BACKGROUND

#### University of Nairobi – Nairobi, Kenya

September 2019 – September 2022

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

#### Certified Supply Chain Specialist: Quality Essentials

December 2022

##### DHL Supply Chain Global – Remote

- Learned more about Quality at DHL Supply Chain..

#### Certified Supply Chain Specialist Foundations

December 2022

##### DHL Supply Chain Kenya – Physical

- Learned more about the DHL Supply Chain way of working and how the Supply Chain industry works.

#### SHEQ Workshop

May 2022

##### DHL Supply Chain Africa – Physical

- Was trained on matters Security, Health and Safety, Quality and Performance Management alongside other SHEQ professionals and Site Leads from the various South African sites
- Conducted a GEMBA walk around the Plumbago P&G Site in South Africa.

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

November 2018 – December 2020

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

## PROJECTS

### Writer, NLP Toolbox series

March 2022 - October 2022

- Wrote about a framework that would help projectize Natural Language Processing projects and create machine learning that is more real-world and less theoretical; I also gave a talk on the same topic [here](#) and [here](#) at Lanfrica
- The aim of the article was to demystify natural language processing (NLP) to technical and non-technical audiences alike.
- The articles currently have more than 70 reads and more than 20 views on average.

### Bootcamp 33 Trainee, Prospect 33

August 2021 - November 2021

- Underwent training on application of data science in financial services, particularly investment banking.
- In a team of 6, we leveraged graph technology to identify if a client is participating in money-laundering activity based on public data sources.
- We were able to present our findings to seasoned investment banking professionals and received both [group](#) and [individual](#) certification.

### Machine Learning Teaching Fellowship, Delta Analytics

May 2021 - November 2021

- Underwent training on teaching 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 using a Natural Language Processing pipeline, with #KOT (Twitter) 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

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

### Writer, 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 200 reads and more than 80 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.