

Cynthia Thinwa

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SUMMARY

Passionate about impactful marketing research through machine learning & data science.
Has open-source and corporate experience of 3 years.

SKILLS

Communication Skills: Report Writing, Copywriting, Design, Public Speaking, Marketing
Programming Skills: Python (Scikit-learn, Pandas, TensorFlow, Django), R, SQL, Linux, JavaScript
Interpersonal Skills: Negotiation, Team Player, Empathy, Leadership
Adaptability: New Idea Generation, Multiple Domain Knowledge & Experience in Marketing and ICT
Intellectually Curious: Continuous Learning, Teaching, Problem Solving

PROFESSIONAL WORK EXPERIENCE

Performance Management Lead February 2022 - Present
DHL Supply Chain Ltd. – Nairobi, Kenya

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.

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



PROJECTS

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, appliesocialstats.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 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.

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%.