

Chris Mwenda

Energetic Business Manager with a mix of experience in real estate, marketing, and IT. Known for getting results, growing revenue, and making businesses thrive.

Nairobi, Westlands
0712530926
chrismbogo97@ gmail.com

EXPERIENCE

KodiTrack, Nairobi, Kenya — Co-Founder

Jan 2023 - PRESENT

KodiTrack is a data analytics company operating in the real estate space to help investors and operators make the most of their data.

SeedX, Inc., Texas, United States — Marketing Manager

MONTH 20XX - MONTH 20XX

Led the copywriting department, and provided leadership for remote teams, ensuring high-quality deliverables in a fast-paced marketing environment. Gained qualitative experience in effectively managing client expectations and contributing to the agency's success.

Cusellation Marketing & Creative Services, California, United States — Marketing Consultant

FEB 2022 - NOVEMBER 2022

Consulted for a leading California-based marketing agency, guiding the team's efforts in market strategy and relationship management with clients.

Upwork, Remote — Marketing Consultant

MAY 2021 - PRESENT

Top-rated freelance consultant with a focus on marketing strategy, specializing in e-commerce, real estate, finance, and SAAS industries.

Capital Property, Kenya — Property Consultant

AUGUST 2020 - SEPTEMBER 2021

Professional property consultant with expertise in sales and market strategy for property owners in Kenya

Reelanalytics, Nairobi, Kenya — Marketing Executive

MAY 2019 - AUGUST 2020

Gained foundational experience in marketing and analytics, contributing to the success of the organization through client relationship management and strategic marketing initiatives.

SKILLS

Team Leadership:

Successfully led teams in various capacities, serving as the Co-Founder of KodiTrack, Marketing Manager at SeedX, Inc., and in various consultancy roles.

Remote Team Management:

Demonstrated effective management of remote teams, ensuring high-quality deliverables in fast-paced marketing environments.

Business Development & Business Strategy:

In my capacity as a consultant and entrepreneur myself, I understand the value of strategic partnerships in driving growth.

Strategic Communication:

Leveraged extensive experience as a professional consultant and copywriter to help teams develop impactful communication strategies.

Value Propositions:

Assisted teams in effectively communicating their value propositions to target audiences, contributing to overall business success.

EDUCATION

Strathmore University, Kenya — *Bachelor of Commerce (Marketing & Finance)*

2016 - 2020

Graduated with a Bachelor's degree in Commerce, majoring in Marketing and Finance. Developed a strong foundation in business principles and financial management.

Moringa School, Kenya — *Software Engineering*

JUNE 2022-MARCH 2023

Completed an intensive Software Engineering program at Moringa School, gaining hands-on experience in Javascript, React, Ruby on Rails, HTML, CSS, and Git.

Negotiation:

Demonstrated expertise in negotiating deals with a focus on achieving win-win outcomes. Applied negotiation skills as a property consultant and marketing manager to secure favorable terms.

Analytics:

Firmly believe in the power of data and its role in shaping business strategies. Advocated for and implemented data-driven decision-making processes throughout my career.