Ian W. Ochieng

AI Business Analyst | Strategic Research & Framework Development
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Professional Summary
Strategic Data Operations & Annotation Leader

AI-focused business analyst with 5+ years of experience in strategic research, framework development, and AI tool implementation. Expert in leveraging ChatGPT and Claude for market research, competitive analysis, and building scalable systems that drive business outcomes. Proven track record of synthesizing complex information into actionable insights and executive-ready deliverables. Strong analytical mindset with experience supporting C-level executives and managing high-stakes projects in fast-paced environments.

- Advanced AI tool proficiency (ChatGPT, Claude) with demonstrated innovative applications.
- Strategic research and competitive intelligence gathering
- Framework development and digital maturity assessment
- Data-driven decision making and business intelligence
- Executive communication and stakeholder management

AI TOOLS & TECHNICAL SKILLS
AI & Automation
- ChatGPT & Claude (Prompt Engineering, Custom GPTs, Workflow Design)
- Make.com Automation & Workflow Integration
- AI-Powered Research & Competitive Intelligence
- Sentiment Analysis & Natural Language Processing Applications

Data Analysis & Business Intelligence
- Power BI (Dashboard Development, KPI Tracking)
- Google Analytics (Strategy Optimization, Performance Analysis)
- Advanced Excel (Data Modeling, Complex Functions)
- SQL Fundamentals & Database Querying

Business & Productivity Tools
- Google Workspace (Expert: Gmail, Calendar, Drive, Docs, Sheets, Slides)
- Project Management (Asana, Trello, Monday.com)
- Presentation Development & Executive Reporting
- Process Documentation & Knowledge Management Systems

PROFESSIONAL EXPERIENCE
AI Content Strategist & Research Consultant| *Self-Employed, Remote*
January 2024 - Present

Using AI tools to conduct research, build frameworks, and deliver strategic insights

- **AI-Powered Market Research**: Leverage ChatGPT Claude and Perplexity to conduct comprehensive industry research, competitive analysis, and trend identification, synthesizing findings into actionable strategic recommendations
- **Framework Development**: Design and implement analytical frameworks for content strategy, audience segmentation, and performance optimization directly applicable to digital maturity assessments
- **Data Analytics & Insights**: Utilize Google Analytics and Power BI to track performance metrics, identify patterns, and develop data-driven strategies that deliver measurable results
- **Executive Communication**: Create executive-ready presentations and reports that distill complex information into clear, actionable insights for senior stakeholders
- **Innovative AI Applications**: Built "The Empathy Algorithm," an interactive AI-powered narrative system using Claude that adapts responses based on sentiment analysis—demonstrating advanced prompt engineering and creative AI tool usage
- **Workflow Automation**: Implemented AI-powered automation systems using Make.com, integrating multiple platforms to streamline operations and increase efficiency by 30%

Key Achievement: Developed comprehensive AI education framework delivered across multiple platforms (YouTube, Spotify, Substack), demonstrating ability to systematize knowledge and create scalable content strategies

Lead Trainer & Operations Project Lead | *Remotasks-Thika, Thika, Kenya*
September 2021 - April 2022
Led team performance initiatives and built scalable knowledge management systems

- **Framework Development**: Designed and implemented comprehensive knowledge management system and performance tracking dashboards, boosting team efficiency by 40%
- **Data Analysis & Reporting**: Created Power BI dashboards analyzing key performance indicators to enable data-driven decision-making and continuous improvement
- **Project Management**: Managed end-to-end projects coordinating requirements, deliverables, and quality assurance across cross-functional teams
- **Process Systematization**: Identified gaps in existing processes and implemented solutions proactively, establishing critical feedback loops between teams and stakeholders
- **Training Program Design**: Developed and delivered training programs achieving 98% completion rate through strategic program design and proactive support
- **Strategic Communication**: Built strong relationships with stakeholders through clear documentation, regular reporting, and effective change management

Key Achievement: Transformed team operations through systematic approach to knowledge management, creating scalable frameworks that improved both efficiency and quality outcomes

Data Analyst | CloudFactory, Nairobi | *CloudFactory, Nairobi, Kenya*
October 2017 - January 2020

- Conducted data quality assessments and analysis to support business decision-making
- Developed reporting systems and analytical frameworks for operational insights
- Collaborated with project teams to optimize workflows and improve data accuracy
- Applied systematic analytical approaches to complex data challenges

RELEVANT PROJECTS & AI APPLICATIONS
The Empathy Algorithm | Interactive AI Narrative System
Advanced Claude Implementation Demonstrating Prompt Engineering Expertise
- Built responsive narrative system using Claude that analyzes sentiment in user responses and adapts story outcomes accordingly
- Designed complex prompt architecture to enable context-aware, dynamic storytelling
- Demonstrated innovative AI tool usage beyond standard applications
  Link: https://claude.ai/public/artifacts/62ffdd52-025e-4ce5-a774-ba261342c38f

Business Intelligence Dashboard Suite | Power BI
Data Visualization & Strategic Analysis
- Developed comprehensive Power BI dashboards for KPI tracking and performance analysis
- Conducted strategic research on large datasets to identify actionable insights
- Translated complex data into clear visualizations for executive decision-making

Golden Beans Coffee Shop | End-to-End AI Brand Creation
Complete Brand Development Using AI Tools
- Created complete brand identity (logo, product photography, lifestyle imagery) using AI tools
- Demonstrated systematic approach to prompt engineering for cohesive brand output
- Showcased ability to manage complex creative projects using AI assistance

Link: *https://www.linkedin.com/feed/update/urn:li:activity:7381538561898082304/*

Education & Certifications
Bachelor of Science in Medical Microbiology
Jomo Kenyatta University of Agriculture and Technology, Nairobi, Kenya - Graduated 2018

Developed strong analytical, research, and critical thinking skills through rigorous scientific training

Professional Certifications & Coursework
- ***ALX AI Starter Kit**, ALX Africa (June 2025)*
- ***Professional Foundations Certificate**, ALX Africa (August 2025)*
- ***Workflow Specialist Certificate**, Asana (March 2025)*
- ***Generative AI for Everyone**, Coursera (December 2024)*
- ***AI for Everyone**, Coursera*
- ***Data Science Program**, ALX Africa (In Progress)*
- ***Graphic Design Program**, ALX Africa (In Progress)*

Languages

- English: Fluent
- Swahili: Fluent

ADDITIONAL QUALIFICATIONS

✓ **Location**: Based in Nairobi, Kenya (within 80km of Nairobi Hub)
✓ **Availability**: Full-time (40 hours/week), no side gigs or other commitments
✓ **Work Setup**: Suitable work-from-home environment with stable 30+ Mbps internet
✓ **Onsite Flexibility**: Available to report onsite within 2 hours when needed
✓ **Citizenship**: Kenyan citizen
✓ **Work Authorization**: No visa or work permit requirements
✓ **Learning Mindset**: Strong commitment to continuous improvement, feedback, and professional growth
✓ **Technology Adoption**: Rapid learner with proven ability to master new tools and technologies quickly

KEY STRENGTHS FOR THIS ROLE
✓ **AI Tool Mastery:** Demonstrated innovative use of ChatGPT and Claude beyond basic applications
✓ **Research Excellence:** 5+ years conducting strategic research and competitive analysis
✓ **Framework Development:** Proven track record building scalable systems and maturity models
✓ **Business Acumen:** Strong analytical thinking and ability to solve complex business problems
✓ **Fast-Paced Environments:** Thrives under pressure with multiple competing priorities
✓ **Learning Agility:** Relentless curiosity and commitment to staying ahead of emerging technologies