

OMARY WASHE KONDE

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PROFESSIONAL SUMMARY

Results-oriented professional, dynamic in data analysis, digital marketing, financial modeling, business intelligence, and virtual assistance. Adept at deciphering insight from the most complex data sets into an understandable presentation, optimizing workflow for greater efficiency, and devising innovative strategies for business growth. Proficient in applying advanced tools and technologies to facilitate better decision-making and smooth functionality. Passionate about providing value with continuous learning and innovative problem-solving.

PROFESSIONAL SKILLS

- **Strategic Planning:** Proficient in crafting long-term business strategies to achieve organizational success and growth.
- **Data Analysis:** Proactive in analyzing data using Excel, Python, and SQL to extract useful insights that will drive the decision-making process.
- **Digital Marketing:** Proficient in designing and implementing effective online marketing campaigns to enhance brand visibility and drive customer engagement.
- **Financial Modeling:** Proficient in the development of complex financial models that underpin forecasting, valuations, and strategic planning.
- **Business Intelligence:** Experienced in utilizing Power BI in the development of interactive dashboards, summarizing reports, and making educated decisions.
- **Project Management:** Proactive with efficient management in projects, using the most appropriate tools and methodologies toward timely and successful deliveries.
- **Virtual Assistant:** Competent in managing schedules, communications, and administrative tasks to ensure that clients are more productive.
- **Strategic Planning:** Experienced in formulating and implementing appropriate strategies to achieve business objectives and growth.
- **Web Development Basics:** Can provide insight into developing user-friendly websites using HTML, CSS, and JavaScript skills.
- **Inventory Management:** Experienced in implementing best practices in the improvement of inventory processes, improving efficiency while reducing operational costs.
- **Communication and Collaboration:** Excellent at team building, client relationship management, and the delivery of information in a clear and concise manner.

PROFESSIONAL EXPERIENCE

Professional Freelancer

Virtual Assistant

Nairobi, Kenya

September 2023 - Present

- Completed various projects at various platforms including but not limited to Upwork, Freelancer, and Fiverr, with high client reviews and ratings.
- Provided comprehensive virtual assistant services that ranged from email/calendar management and travel booking to client communication.
- Streamlined clients' administrative procedures by enhancing overall efficiency and reducing turnaround times.
- Provided reports and dashboards, based on data, to develop the business decisions through effective tools such as Power BI and Excel.
- Designed and executed targeted digital marketing campaigns that drive engagement and lead generation for clients.
- Analyzed data at depth in Python and SQL for finding key insights that could answer client objectives.
- Delivered top-notch content creation services, from presentations to reports and social media copies that fit their brand and tone.
- Provide strategic consulting to small businesses that drive operational improvement, workflow optimization, and growth objectives.
- Managed client communications effectively, building strong relationships and ensuring satisfaction with deliverables.
- Collaborated with cross-functional teams on complex projects, delivering results within tight deadlines and budgets.

Banao Technologies**Sales Manager****Remote****January 2021 –October 2023**

- Managed a high-performing sales team that drove significant revenue growth through strategic planning and effective execution.
- Developed and implemented focused sales strategies, pinpointing key opportunities to increase the company's market share.
- Built and maintained strong relationships with existing clients to ensure customer satisfaction and long-term loyalty.
- Negotiated and closed deals with major clients that helped in the growth and stability of the company.
- Conducted thorough market research to identify industry trends, competitor activity, and emerging opportunities.
- Worked with the marketing team to design campaigns that would fit into sales objectives and improve brand visibility.
- Streamlined sales reporting and forecasting to leadership a series of actionable insights upon which strategic decisions were taken.
- Managed and mentored a team sales representatives to enhance team performance and reach sales targets.
- Executed CRM strategies for lead relationship improvement and conversion rate enhancement.

EDUCATION BACKGROUND

Meru University of Science and Technology*Bachelor of Science in Economics***Meru, Kenya***2020 – 2024***Corporate Finance Institute (Online)***Financial Modeling and Valuation Analysis (FMVA)***Canada***March 2022 – August 2022***Corporate Finance Institute (Online)***Business Intelligence and Data Analysis (BIDA)***Canada***August 2022 – November 2022***Rabai Secondary School***Kenya Certificate of Secondary Education***Kilifi, Kenya***2016 - 2019***Kajiwe Primary School***Kenya Certificate of Primary Education***Kilifi, Kenya***2008 – 2015***PROFESSIONAL CERTIFICATIONS**

Founder Academy*ALX Ventures***Online Course***October 2024 – December 2024***ALX AFRICA***Professional Foundations Development Skills for the Digital Age***Online Course***August 2024 – October 2024***ALX AFRICA***Virtual Assistant Certification***Online Course***July 2024 – September 2024***McKinsey Academy***McKinsey Forward Program***Online Course***July 2024 – December 2024***ALX AFRICA***Artificial Intelligence Career Essentials***Online Course***May 2024 – July 2024***HP Foundation***Inventory Management Certification***Online Course***April 2024 – October 2024***Great Learning Institute***Digital Marketing Tools Basics***Online Course***August 2023 – October 2023*

CORE COMPETENCIES

- **Virtual Assistance:** Proficient in utilizing Google Suite, Slack, Zoom, Calendly, Trello, and Asana to perform tasks like email maintenance, setting meetings, responding to inquiries, and managing general administrative tasks.
- **Project Management:** Proactive in managing tasks on Trello, Asana, and Monday.com for efficient tracking of project progress while ensuring collaboration among teams to provide timely project completion.
- **Digital Marketing:** Proficient in Google Analytics, Google Ads, SEO, Facebook Ads, and Mailchimp in the planning, execution, and optimization of marketing campaigns to ensure maximum brand visibility and engagement.
- **Data Analysis:** Proficient in Excel, SQL, Python, and Power BI to perform cleaning, analysis, and visualization of data into insights that help drive business decisions.
- **Business Intelligence:** Proficient in using Power BI and Tableau for the creation of interactive dashboards and reports that drive decision-making and monitor business performance.
- **Financial Modeling & Analysis:** Proven hands-on experience with financial modeling in Excel, Bloomberg, and Capital IQ, preparing analysis on valuation and insight studies that support financial decision making.

ADDITIONAL INFORMATION

- **Product Management:** Acquired knowledge with regard to managing product lifecycles, from idea generation through launch, using market analysis, product strategy, and focusing on solutions for customers.
- **Investment Banking:** Learned main concepts of investment banking comprising mergers and acquisitions, financial structuring, and capital raising to arrive at informed financial decisions.
- **Financial Markets:** Developed a comprehensive understanding of financial markets, asset classes, investment strategies, and market behavior analysis.
- **Digital Marketing Tools Basics:** Gained proficiency in using various digital marketing tools, enhancing online presence, lead generation, and content management for businesses.
- **Digital Marketing:** Acquired basic competencies in digital marketing involving SEO, SEM, Content Marketing, and Social Media Strategies for Brand Visibility Improvement.
- **Web Development:** Attained front-end development skills using HTML, CSS, and JavaScript by developing responsive websites that guarantee a smooth user experience.

HOBBIES AND INTEREST

- **Business and Entrepreneurship:** Interested in exploring new business ideas, strategies, and opportunities for value creation and driving innovation across diverse industries.
- **Web Development:** A passionate person in designing and developing websites, learning new coding languages, and increasing user experience by innovative design.
- **Travelling:** Love traveling to new places, learning about different cultures, and gaining new outlooks that help in personal and professional growth.
- **Digital Marketing:** Fascinated by the power of digital platforms in building brands, reaching out to audiences, and implementing effective marketing strategies for business outcomes.
- **Networking and Professional Development:** Interested in building meaningful connections with professionals from diverse fields to exchange knowledge and grow within the business and technology sectors.
- **Technology and Innovation:** The enthusiasm for the latest in technologies, from AI to Web development tools, and for their role in reshaping business practices and personal productivity, has always been a driving force.

REFEREES

Available Upon Request