

MUNYAO FESTUS MWENDWA

Phone: +254 713 533 189

Email: festuskaleli44@gmail.com

LinkedIn: www.linkedin.com/in/munyao-festus-9871211a9

Certifications: https://www.credly.com/badges/d111421c-e5b9-4474-8a8e-1e6046837d74/public_url

PROFILE SUMMARY

Focus-driven Cyber Security Analyst & Business Development professional with expertise in Soc operations, penetration testing, enterprise account management, customer acquisition, and digital strategy. I am skilled in developing sales strategies, building client relationships, Focused on customer experience, Security operations, and strategic innovation.

PROFESSIONAL EXPERIENCE

Virtual Support Service

Account Manager | August 2024 – June 2024

- Manage a portfolio of key commercial accounts, providing ongoing support, ensuring high satisfaction, and identifying opportunities for upselling and cross-selling.
- Serve as the main point of contact for executive stakeholders, aligning technology solutions with business imperatives through a consultative sales approach.
- Collaborate with internal teams, including sales engineers and product specialists, to deliver tailored solutions and maintain long-term partnerships.
- Develop strategic account plans to support enterprise-wide adoption and deeper integration of services.
- Conduct regular business reviews to assess client satisfaction, measure the value delivered and reinforce strategic alignment.
- Track account activity and pipeline progress using CRM tools to support accurate forecasting and reporting.

Bluefields Aquatics

Digital Marketing & Business Development Lead (Freelance) | January 2024 – July 2024

- Launched targeted email marketing campaigns using Brevo, significantly increasing lead generation.
 - Implemented SEO-driven content that improved page views by 30%.
 - Established and maintained relationships with 30+ clients across three continents.
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Jarvis Products Kenya

Inside Sales Executive → Commercial Project Lead / January 2023 – December 2023

- Spearheaded B2B client acquisition through innovative sales and market expansion strategies.
 - Managed a stakeholder database of 3,000+ clients across East Africa.
 - Led development and execution of comprehensive project proposals and sales campaigns.
 - Managed a \$30M pipeline, overseeing project lifecycles from initiation to completion.
 - Produced monthly reports on performance, customer relations, and training outcomes.
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Kenya School of Revenue Administration (KESRA)

Business Development & Marketing Intern / January 2022 – December 2022

- Coordinated internal communications, social media platforms, and digital outreach.
 - Facilitated both physical and virtual corporate training sessions.
 - Managed stakeholder databases and supported CSR initiatives and event planning.
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Kenya Revenue Authority, Southern Region

Marketing & Communication Attaché / September 2021 – November 2021

- Led tax education forums and stakeholder engagement programs.
 - Monitored digital presence and supported internal branding activities.
 - Assisted with public relations and CSR communications.
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Trublaq Limited

Brand Ambassador / September 2017 – December 2017

- Represented the brand at events, engaging directly with consumers and increasing awareness.
 - Promoted product offerings and ensured strong customer interaction.
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Youth for Youth 254

Volunteer & Organizing Member / April 2016 – April 2017

- Coordinated outreach programs and supported youth empowerment initiatives.
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EDUCATION

University of Nairobi

Bachelor of Arts in Peace & Conflict Resolution & Tourism & Hospitality Management (2017–2021)

St. Thomas Moore Nguviu Boys' High School

KCSE – B Plain (2012–2015)

- Founding Secretary, Peace Club
- Organizing Secretary, Presidential Award Scheme
- Red Cross Society Member

Cyber Shujaa: Security Analyst: (May -August2025)

CERTIFICATIONS & TRAININGS

- **Fortinet:** Certified Associate Cybersecurity, Fortinet Certified Fundamentals Cybersecurity Introduction to the Threat Landscape 2.0 Technical Introduction to Cybersecurity 1.0
- **Microsoft:** Windows cloud native, Azure stack HCI
- **IBM:** Introduction to Cyber security
- **Google (Coursera):** Digital Marketing & E-commerce Certificate
- **Northwestern University:** Scaling Operations: Linking Strategy and Execution Sales Prospecting, Customer Segmentation & Scaling Operations
- **University of London:** Brand Management
- **KESRA:** Personal Effectiveness, Financial Management, and Personal Branding
- **Professional Membership:** Marketing Society of Kenya (MSK)

ACHIEVEMENTS

- Coordinated high-profile initiatives, including the UNODC Drone Project and Workshops.
- Designed a centralized CRM system that improved tracking and client engagement.
- Managed and reported on a sales pipeline worth \$30M, Turning to over \$50K
- Successfully led numerous training and marketing campaigns.

INTERESTS

Enterprise Customer Experience
Marketing Strategy
Social Impact
Product Development
Golf Research Travel
Public Speaking

CORE COMPETENCIES

Strategic Account Management
CRM & Pipeline Management
Client Retention
Cybersecurity
Project Coordination
Market Research

REFEREES

Harrison Egesa

Human Resource Officer,
Kenya Revenue Authority
Phone: 0720 871 305

Elizabeth Kaleli

Data Analyst, Machakos
Level 5 Hospital
Phone: 0702 260 265

Luis Dela Mata

General Manager, Claro
Consulting Group
Phone: 0717 692 318