

Lydia Wakarindi Nduati

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Career Objective

An Economics graduate with strong skills in financial analysis, econometrics, and data analysis. Experienced in applying statistical and analytical tools to solve real-world economic and business problems. Combines knowledge of economics with technical expertise in programming, and marketing strategies. Passionate about delivering insights that support policy, strategy, and business growth in professional consultancy and economic research environments.

Skills

- Economics: Econometrics, Financial Economics, Microeconomics, Macroeconomics, Business Finance
- Data Analysis: Excel, Pandas, NumPy
- Financial Analysis & Reporting
- Statistical Modeling & Forecasting
- Programming: Python, JavaScript
- Databases: MySQL, MongoDB
- Research: Market Research, Policy Analysis, Survey Design
- Google Workspace, Report Writing, Digital Marketing & SEO

Experience

Marketing Associate – Jimaliventures, Kenya

June 2024 – July 2025

- Conducted market research and competitor analysis to support business strategy.
- Digital marketing campaigns to increase engagement and customer acquisition.
- Reporting on customer trends and campaign performance for decision-making.
- Collaborated with different teams to align business growth with marketing strategies.

Web Developer – Ndifin, Kenya

- Designed and developed client web solutions, integrating business and financial logic.
- Worked with SMEs to understand business requirements, translating them into functional solutions.
- Applied economic insights and market understanding to align product design with client needs.

Education

Bachelor of Economics – University of Nairobi

October 2021 – September 2025

Graduation: September 2025

Kenya Certificate of Secondary Education (KCSE) – Kangubiri Girls High School
2017- 2020

Projects & Research Experience

Gender Based violence and its impact to Economics Development in Kenya – University of Nairobi

Certifications

- Oracle Cloud Infrastructure (OCI) AI Foundations Associate – Oracle university
- MongoDB & Mongoose Backend Development – FreeCodeCamp
- Next.js & Django Full-Stack Development – FreeCodeCamp

Soft Skills

- Analytical and problem-solving skills
- communication Skills and report-writing
- Oriented and organized
- Team work
- Adaptable and eager to learn

References

Available on request.