

# MARC MUNENE KIRIMI

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## PROFILE

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Dynamic and focused Innovation Associate with a strong drive for rapid learning and adaptability. Possessing advanced proficiency in technology, having a solid foundation in business, strategy, market research, technology and innovation. Committed to enhance productivity and performance through meticulous attention to detail and conscientious approaches. Detailed in business organization and adapt at modernizing workplaces. Skilled in Artificial Intelligence essentials, providing project support, fostering team collaboration and delivering effective solutions .

## PROFESSIONAL EXPERIENCE

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### *Intern*

Sep 2022 - Dec 2022

Standard Group PLC

*Nairobi,Kenya*

- Supported the implementation of the company's marketing plan through direct email, phone calls and expos, contributing to increased brand visibility and customer engagement.
- Improved project outcomes by conducting thorough market research, analysis and ideation that informed strategic marketing decisions.
- Assisted in organizing marketing events and meetings, ensuring smooth execution and positive attendee experience.
- Collaborated with cross-functional teams to develop and execute targeted marketing campaigns, resulting in more target audience, market reach and return on investments.
- Helped meet changing demands by recommending improvements to business systems or procedures through idea generations.
- Evaluated customer needs and feedback to drive product and service improvements.

## EDUCATION

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### **BSC:BUSINESS INNOVATION & TECHNOLOGY MANAGEMENT**

2020-2023

Jomo Kenyatta University of Agriculture and Technology

Juja,Kenya

### **SECONDARY EDUCATION**

2015-2019

Ontulili Boys High School

Meru,Kenya

Miathene Boys High

## SKILLS

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- Artificial Intelligence and technical proficiency
- Innovation, scaling and creativity
- Business Acumen
- Research and Development
- Digital content creation and management
- Digital data analysis and interpretation
- Customer service and workflow optimization

**CERTIFICATIONS**

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Artificial Intelligence  
Artificial Intelligence Carrer Esseantials. (AICE)

July 2024  
ALX Africa

**PROJECTS**

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**Determinants of commercialization of technological innovation in public universities**  
Aimed to ascertain the determinants of commercializing technological innovation, digging into Funding, Intellectual Property Protection, Technological Factors and Research Expertise.

**REFERENCES**

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- Available upon request.