

Mwangi Wambugu, Data Scientist

ANALYST AND MACHINE LEARNING EXPERT | TEAM PLAYER

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PROFESSIONAL SUMMARY.

Results-oriented Data Scientist with a proven record of accomplishment of driving business growth through data-driven insights. Skilled in Python, Excel, SQL, machine learning, and statistical analysis. Demonstrated ability to leverage advanced analytics to optimize marketing campaigns, improve customer retention, and increase revenue. Proficient in data visualization and communication, with a strong passion for translating complex data into actionable recommendations.

PROFESSIONAL EXPERIENCE.

Easy as MCB

Data Management | Business Development Specialist

Nairobi, Kenya

1/2022 - Present

- **Lead Generation & Outreach:** Increased engagement by 20% through targeted lead generation and effective outreach strategies via email and cold calling.
- **Customer Retention:** Enhanced customer retention by 15% with personalized lead nurturing strategies that directly addressed client pain points and needs.
- **Sales Campaign Management:** Planned and scheduled 20+ email campaigns quarterly, aligning messaging with sales objectives and achieving a 15% click-through rate.
- **Collaboration & Feedback:** Collaborated with cross-functional teams to refine campaign approaches and shared insights on performance, resulting in a 10% increase in open rates.
- **Pipeline Management:** Efficiently prioritized and managed tasks to ensure optimal workflow and target achievement.

EDUCATION.

Moringa School

Data Science | Certification

Nairobi, Kenya

Graduation Date: March 2024

OpenClassroom

Project Management

Agile Project Management and Scrum

Python Basics for Data Analysis

Graduation Date: March 2024

Graduation Date: April 2023

Graduation Date: January 2023

PROJECT EXPERIENCE.

Reeds Africa Consultancy

Data Management | Business Development Specialist

2024

- **Optimized Lead Generation and Outreach:** Generated over 500 qualified leads through targeted strategies, achieving a 6% revenue growth and a 15% response rate on email campaigns.
- **Data Scraping and Contact Validation:** Leveraged advanced data scraping to identify and validate key decision-makers, improving outreach efficiency by 10% and contact database accuracy by 7%.
- **Compelling Sales Copywriting:** Constructed persuasive email and campaign copy that boosted engagement by 20% and improved conversion rates by 15%.
- **CRM and Campaign Performance Management:** Streamlined lead segmentation, tracked customer journeys, and analyzed metrics to enhance campaign ROI, driving a 12% increase in lead-to-sale conversions.

Sauti Call Center

Data Management| Business Development Specialist

2024

- **Optimized Lead Generation and Outreach:** Generated over 500 qualified leads through targeted strategies, achieving a 5% revenue growth and a 9% response rate on email campaigns.
- **Data Scraping and Contact Validation:** Leveraged advanced data scraping to identify and validate key decision-makers, improving outreach efficiency by 9% and contact database accuracy by 11%.
- **Compelling Sales Copywriting:** Constructed persuasive email and campaign copy that boosted engagement by 8% and improved conversion rates by 12%.
- **CRM and Campaign Performance Management:** Streamlined lead segmentation, tracked customer journeys, and analyzed metrics to enhance campaign ROI, driving a 9% increase in lead-to-sale conversions.

Drone Space Kenya Nairobi, Kenya

Project Coordinator Volunteer

March 2024

- Led the planning and coordination efforts for Drone Space's AI Conference.
- Devised a thorough program aimed at enhancing resource allocation efficiency.
- Facilitated seamless transitions between speakers throughout the event.
- Formulated strategic activity sequences to maximize efficiency and overall impact.

LEADERSHIP EXPERIENCE

Tiko Green Nairobi, Kenya

Volunteer Coordinate 01/2020 – Present

- Orchestrated the planning and coordination of tree planting and feeding exercises.
- Developed a comprehensive budget to optimize resource allocation.
- Coordinated volunteers, equipment, and logistics to ensure smooth execution.
- Strategized and planned the sequence of activities to maximize efficiency and impact.

AREA OF EXPERTISE.

Business Development: Lead Generation, Campaign Strategy, Customer Retention

Data-Driven Sales Tactics: CRM Management, Salesforce, Analytical Reporting

Technical Proficiency: Power BI, Excel (Power Query, Power Pivot), MySQL, PostgreSQL, Python

Communication & Collaboration: Fluent in English, Team Collaboration, and Feedback-Driven

Project Management: Agile Methodologies, Task Prioritization, Efficiency Optimization