

## **HAYA CHEPTOO SOME**

P O BOX 2405-30100 ELDORET

TEL: +254 723 840 371

EMAIL: [hshayadawood@gmail.com](mailto:hshayadawood@gmail.com)

### **ABOUT ME**

I am a Strategist with a demonstrated history of success working in growth, operations and Customer experience in media, early childhood education, insurance and entrepreneurial sectors. I have gained skills in market research and profiling, creating compelling and captivating content for different audiences, and developing, managing and evaluating different growth channels and strategies.

I am experienced in relationship management, establishing effective distribution channels and systems, designing effective communication systems and structures to enhance feedback management, and managing growth events. I am an avid growth and operations professional with technical training in international relations and design from the United States International University and the Technical University of Kenya.

I am looking to join a highly challenging, dynamic and professional team, to utilize my skills and experience and give me room to continue growing both professionally and personally.

### **PROFESSIONAL EXPERIENCE**

#### **Financial Advisor**

**Liberty Life Assurance Limited**

**Jan 2017 to Jun 2018**

#### **Duties, Responsibilities and Achievements:**

- Developed comprehensive sectoral market profiles that were instrumental in generating actionable insights that improved the firm's understanding of the evolving consumer make up, expectations and needs, and worked to improve the firm's flexibility to create bespoke pitches and proposals for different audiences and audience groups with more than 97% accuracy and feasibility, cut down quotations calculation and preparation times by more than half, and helped to increase the business' customer book by at least 20 new clients month-on-month
- Cultivated and managed strategic relationships with officers and policymakers in estate planning, risk, tax and investment regulation that worked to increase the business' capacity to stay ahead of changes in legislations and regulations and ensure that the plans it develops for different clients are both robust enough to deliver on their needs and flexible enough to be scaled to accommodate changes in their lives, needs and wants, therefore, enhancing overall customer experience by at least 3x and helping to increase revenues by increasing referrals by at least 10x and cross-sales by more than 3x.
- Assisted in developing Knowledge Management systems and structures that were robust enough to increase the organization's ability to track more of the moving parts involved in its product delivery and customer experience accurately by more than 3x, and worked to improve its capacity to advise clients on how to get the best value from their chosen plans to at least 4x by making all the information accessible centrally, which also boosted customer experience continuity to more than 95%.

**Retail Manager****Hazel Green Grocers****Jul 2021 to Feb 2022****Duties, Responsibilities and Achievements:**

- Developed the business design and operation strategy for the startup grocery store from inception
- Designed the marketing merchandise and placements on billboards and at the shop front
- Floor management to ensure the displays were neat, decent and constantly cleaned to avoid attracting flies and rodents
- Aggressive digital marketing to create awareness of the shop and ensure consistent content to keep the stock moving and the market curious and aware
- Maintained the cashbook that included both cash and mobile money
- Stock management to keep track of purchases, sales and stock balance for fast moving groceries and to avoid losses through spoilage of the highly perishable fruits and vegetables
- Explored the product mix for the fruit juices and vegetable salads to improve the profit margins compared to selling whole fruits and vegetables
- Cost management of shop expenses including planning the purchases to optimize transportation costs for both deliveries to the shop and to the clients
- Maintained the detailed books of accounts and account reconciliations for tax and accounting purposes
- Prepared detailed reports to the investors for their review of the progress of the shop and ensured any concerns were addressed on a timely manner

**VOLUNTEER EXPERIENCE****Untrained Teacher/ Care Giver****El-View Center School | Kindergarten;****2010****Duties, Responsibilities and Achievements**

- Assisted in establishing and deploying digital pedagogic strategies that leveraged the students' natural curiosity about their environments in school and at home to increase learning their overall learning outcomes and increase socialization training by using visual and audiovisual tools to create immersive learning experiences that increased children's inquiries and self-awareness by more than 10x
- provided insights that helped in enhancing teachers' and caregivers' professional development and cut staff turnover rates by more than 50%
- improved behavior management among the school's student body which increased the school's brand as a trusted school for young learners and drove up enrolment inquiries by more than 5x

- Cultivated strategic partnerships with vendors and local and national government agencies that worked to increase the firm's capacity to leverage its limited capital and labor resources to deliver on the dreams of more clients on budget and on time.
- Increased the resilience and robustness of the business' supply chains and piggy backed on the capacity of its partners to deliver materials and equipment to event locations cost effectively, therefore, saving Artistic Media at least 25% of its overall costs and increasing its net profits to at least 35% per event.
- Taking quality photos and videos and putting in the hours to complete professional edits to meet and surpass client requirements and expectations
- Editing pamphlets and other marketing merchandise for client's distribution and advertising
- Learned and maneuvered using the Artistic studio custom editing software and camera-works within a short time and managed to fly solo for some of the events.

## **ACADEMIC QUALIFICATIONS**

- **Bachelor of Arts International Relations** – United States International University; 2011 to 2014
- **Bachelor of Technology Design** – Technical University of Kenya; 2015 to 2018
- **International General Certification of Secondary Education** – Mustard Seed; 2008 to 2010
- **Information communication technology, foundation level** – Cambridge Institute

## **PROFESSIONAL CERTIFICATION**

- **Certificate of Insurance** - College of Insurance; 2017

## **LANGUAGES**

- **English** – Proficient in both writing and speaking
- **Kiswahili** – Proficient in both writing and speaking

## **REFEREES**

**Mr. Jack Okwiri**

CEO

Artistic Studios

Tel: +254 722 301 984

Email: [mcokwirij@gmail.com](mailto:mcokwirij@gmail.com)

**Mr. Kelly Keter**

Senior Associate

Pwc

Tel: +254 704 532 326

Email: [kellyketer@gmail.com](mailto:kellyketer@gmail.com)