



Sylvanus Otieno

Data Analyst | Sales & Marketing Manager | ICT Professional

PROFILE

Results-driven professional with extensive experience across Data and Business Analysis, Sales, Marketing, and ICT Support, complemented by strong leadership capabilities. Adept at leveraging business intelligence tools to generate actionable insights, producing accurate and comprehensive reports, and managing complex systems efficiently. Recognized for the ability to streamline processes, support organizational growth, and deliver data-driven solutions that enhance decision-making and drive measurable results.

TECHNICAL SKILLS

1. **Data Analysis & Reporting:** [SQL, Excel, Power BI]

Skilled at transforming complex datasets into actionable insights. Create dynamic dashboards and reports that drive informed business decisions.

2. **Power BI & Data Visualization:** [Interactive Dashboards]

Proficient in designing interactive dashboards and visualizations that communicate trends and metrics clearly. Translate technical analysis into actionable insights.

3. **SQL & Database Management:** [Relational Databases]

Experienced in designing, querying, and maintaining relational databases. Ensure data integrity and optimized workflows for analytics.

4. **Microsoft Office & Google Workspace:** [Excel, Word, PowerPoint, Google Sheets]

Skilled in reporting, presentations, and collaborative workflows. Enhance team productivity and maintain consistent documentation.

5. **HTML, CSS, JavaScript, PHP:** [Web Development]

Build responsive websites and applications integrating data-driven features. Enhance functionality and improve user experience.

SOFT SKILLS

1. **Problem Solving:**

Analyze complex challenges, identify root causes, and implement effective solutions that improve efficiency and results.

2. **Time Management:**

Prioritize tasks, meet deadlines, and balance responsibilities to ensure smooth workflow and project completion.

3. **Leadership & Team Coordination:**

Lead teams, delegate tasks, and foster collaboration to achieve objectives in a positive and productive environment.

4. **Communication & Presentation:**

Clearly convey ideas and present information to diverse audiences, facilitating understanding and informed decision-making.

5. **Adaptability & Critical Thinking:**

Quickly adjust to changing environments and assess situations critically to make well-informed, strategic decisions.

WORK EXPERIENCE

Sales & Marketing Manager / Coordinator – Secom World Limited Technologies [Oct 15, 2025 – Present]

Develop and implement strategic marketing initiatives across multiple channels. Coordinate campaigns, analyze customer trends, and identify business opportunities. Manage client relationships and collaborate with teams to achieve organizational targets.

Network Department – Jumia Warehouse [Oct 13, 2025 – Dec 15, 2025]

Managed package entries, stock updates, and accurate inventory tracking. Oversaw sorting,

dispatch, and coordination of deliveries. Collaborated with colleagues to optimize workflow and improve efficiency.

ICT Intern – County Government of Bungoma (Finance & Economic Planning) [May 10, 2024 – Aug 19, 2024]

Provided ICT support including system troubleshooting, software updates, and maintenance. Assisted in preparing and analyzing reports to support data-driven decision-making. Worked closely with staff to maintain smooth digital operations.

Data Analyst – Sogutu HQ Telekom [2022 – 2023]

Conducted data collection, cleaning, and analysis to provide actionable business insights. Designed dashboards and reports to monitor performance and identify trends. Supported management with accurate data-driven recommendations.

LEADERSHIP EXPERIENCE

President – UNESCO Club [2024–2025]

Led the club in organizing events, coordinating members, and implementing initiatives promoting education and community engagement. Oversaw projects, managed teams, and represented the club in university-wide programs.

General Manager – UNESCO Club [2023–2024]

Coordinated daily operations, supervised committees, and ensured successful program execution. Assisted in strategy planning, member recruitment, and fostering a collaborative environment.

Member – Environmental Club [2023–2025]

Participated in environmental awareness campaigns, tree planting activities, and community clean-up initiatives. Contributed ideas and supported projects aimed at sustainability and ecological education.

EDUCATION

BSc Mathematics & Computer Science (Statistics) [2021–2025]

Gained in-depth knowledge in statistical analysis, data modeling, and computational methods. Completed coursework and projects focused on data interpretation and problem-solving in real-world scenarios.

PHP Web Development [Feb 2025 – Oct 2025]

Developed web applications using PHP, HTML, CSS, and JavaScript. Learned server-side scripting, database integration, and practical web development skills for real projects.

Diploma in Data Analytics – UniAthena [Oct 2025, 1 month]

Acquired hands-on experience in data analysis, visualization, and reporting. Applied statistical and business intelligence tools to generate actionable insights.

Web Development – PLP

Learned front-end and back-end development including responsive design and interactive features. Built projects integrating dynamic content and user interactivity.

Power BI Course

Developed skills in creating dashboards, visualizations, and interactive reports. Focused on transforming raw data into meaningful insights for business decision-making.

CERTIFICATIONS

- UniAthena Diploma Certificate
- PLP Web Development Certificate
- Power BI Certificate
- PHP Certificate

CONTACT

Email: sylvanusotieno1@email.com

Phone: +254799997183