

ALEXIA SAHARA

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Languages: Fluent in Swahili, English & Luo

PROFILE

Education technology and business development specialist with over six years of experience in Kenya's EdTech sector, delivering digital learning solutions, managing workshops, and leading development cooperation projects. Proven ability to implement content digitalization initiatives, facilitate teacher training, and build strong partnerships with government, NGOs, and corporations. Committed to advancing education outcomes through innovative, scalable, and locally relevant strategies.

KEY QUALIFICATIONS

- Bachelor's degree in Business Administration (Kenyatta University)
 - Fluent in Swahili and English
 - 6+ years of experience in education technology and content digitalization in Kenya
 - 1+ year of experience working in development cooperation projects
 - 2+ years of experience managing events, workshops, and digitization activities
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PROFESSIONAL EXPERIENCE

Regional Education Sales Specialist, Project Manager & Events Manager (East Africa)

Snapplify – Feb 2022 to Present (Remote, Kenya-based)

- Led EdTech content digitalization rollouts in Kenya, Tanzania, Rwanda, and Burundi, supporting the adoption of e-learning solutions in schools and higher education.

- Managed government partnerships, including defining scope, deliverables, and stakeholder communications on projects such as the TIE rollout.
 - Coordinated development cooperation partnerships, collaborating with NGOs and foundations to deliver digital education initiatives.
 - Organized and facilitated teacher training workshops in Kenya to enhance digital teaching skills and adoption.
 - Oversaw 5+ project rollouts in East Africa, ensuring quality delivery, client satisfaction, and adherence to budgets.
 - Managed East African operations, achieving over KES 14 million in revenue within one year.
 - Handled end-to-end event management, from planning and logistics to on-site execution and troubleshooting.
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Business Development Manager

eLimu – Feb 2019 to Dec 2021 (Remote, Kenya-based)

- Spearheaded partnerships with NGOs, foundations, and corporates (e.g. Multichoice Africa, GESCI) to deliver digital learning solutions in Kenya.
 - Managed development cooperation projects including teacher training initiatives in partnership with GESCI.
 - Grew web users from 250,000 to over 500,000 and tripled app downloads through targeted outreach and activations.
 - Developed marketing strategies to boost brand visibility and drive adoption via school workshops and events.
 - Increased revenue by 70% by converting users into paying customers.
 - Led cross-functional teams of 10+, overseeing strategy and daily operations to ensure consistent growth.
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Business Development Executive & Customer Service Representative

Eneza Education – Aug 2017 to Feb 2019 (Kenya-based, Remote/Hybrid)

- Supported delivery of EdTech learning content to over 6 million users in Kenya and other countries through Safaricom's platform.
- Transitioned from customer service to business development, achieving consistent sales targets and maintaining a healthy CRM pipeline.
- Delivered workshops and trained partners on product offerings, improving client retention and satisfaction.

- Built and maintained relationships with schools, NGOs, and education stakeholders to promote EdTech adoption.
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EDUCATION

- **Bachelor of Business Administration**, Kenyatta University, 2018–2022
 - **Diploma in Sales & Marketing**, Kenya Institute of Management, 2013–2015
 - **KCSE**, Koru Girls High School
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CORE SKILLS

- EdTech content digitalization and strategy
 - Workshop planning, facilitation, and moderation
 - Development cooperation project management
 - Stakeholder engagement with the government, NGOs, and corporations
 - Sales and marketing strategy and execution
 - Event management and coordination
 - Fluent in Swahili and English
 - CRM and pipeline management
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REFEREES

- **Joan Njogu** – COO, Eneza Education
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- **Sam Rich** – CEO, eLimu
Tel: +254704593935 | Email: sam@e-limu.org
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