

Terence Ouma

Education

Palm Beach Atlantic University (PBAU) West Palm Beach, FL, USA

MBA with a concentration in Finance

*Bachelor of Science, **Finance** | Bachelor of Science, **International Business**.*

May 2018

May 2016

Moringa School, Nairobi, Kenya

Software Engineering | Frontend and Backend Technologies

November 2024

Course included JavaScript, React, Next.js, Express.js, Python, Tailwind CSS, Bootstrap, Django, Flask, FastAPI, Firebase, Git, Render, Vercel, Docker, PWAs, React, Typescript, MySQL, SQLite.

Experience

CEO and Founder, Doroske, Nairobi, Kenya

Jan 2022 - Present

- Led a cross-functional team in venture design and development, translating product ideas and hypotheses into robust technical solutions, resulting in revenue exceeding 1,500,000 KSH.
- Established and managed a streamlined logistics framework by architecting backend services that efficiently integrated vendor APIs, reducing overhead and ensuring timely product delivery.
- Collaborated closely with key vendors (Hotpoint Appliances, Olive Tree Media, Instasend, and GiftPesa) to integrate their offerings into the platform's codebase, enhancing product diversity and reliability.
- Implemented social media automation scripts and analytics dashboards for Instagram and Facebook, leveraging APIs to track engagement, improve content delivery, and analyze user behavior in real time.
- Designed and developed responsive UI/UX components using React, Tailwind CSS, and other modern frameworks, improving the customer journey and increasing site performance metrics.
- Executed two high-impact product activations and used engineering best practices (A/B testing, performance monitoring) to ensure stable, high-performing event landing pages with minimal downtime.
- Conducted in-depth market and user research, using the findings to inform data models and recommendation algorithms that delivered personalized experiences for wedding industry customers.
- Implemented a feedback pipeline that aggregated survey data and user comments into structured databases, enabling rapid iteration and code improvements based on customer insights.
- Employed lean methodologies and quantitative validation studies, using version control, CI/CD pipelines, and automated testing to validate new features quickly and ensure maintainable, scalable codebases.
- Utilized full-stack development capabilities (React, Python, Tailwind CSS) to build, optimize, and refactor code for improved responsiveness, reduced load times, and enhanced user satisfaction.
- Designed an integrated e-commerce subsystem using RESTful APIs, payment gateways, and secure data handling practices, enabling seamless gift management and reliable delivery tracking for couples.

Head Of Business Operations, SAMO Branding Agency, Nairobi, Kenya

October 2021 - May 2022

- Engineered automated workflows and integrated internal APIs to streamline lead-generation processes, contributing to an annual increase in revenue of 1,000,000 KSH.
- Implemented data-driven SEO optimizations and automated campaign tracking scripts, leveraging analytics tools to measure user engagement and fine-tune digital advertising strategies.
- Built modular components and microservices for client acquisition funnels, enabling quick iteration and scaling as the agency secured six new clients.
- Developed UI/UX enhancements using frontend frameworks and design systems derived from Figma and Adobe tools, improving site performance, responsiveness, and user satisfaction.
- Collaborated in agile sprints to prototype and validate new business concepts, using version control, code reviews, and test-driven development to ensure production-ready features aligned with emerging market opportunities.

Financial Controller, L'Oréal East Africa, Nairobi, Kenya

June 2019 - December 2022

- Managed the SG&A P&L for the largest division in L'Oréal East Africa with around 20 departments, through monthly analysis of the costs, monthly meetings with stakeholders and reviewed with the CFO.
- Analyzed the R&I division P&L monthly to foreshadow risks and opportunities.
- Built the budget and trend for SG&A for 20 departments at least twice a year for the L'Oréal group to get a better understanding of our landing for the year using Compass by IBM.
- Directly communicated risks and opportunities in the budget or trend with the zone team for consolidation of the L'Oréal global P&L for costs leading to smooth reports of figures to management and investors.
- Created a more advanced ROI template for marketing to be able to analyze the impact of promos in different retail outlets.
- Accompanied sales and marketing teams on the field to get a full understanding of the market and apply the trade knowledge when analyzing results.
- Closed the month for all divisions both sales and costs, ensured data quality while respecting deadlines using SAP to check the numbers, extract P&Ls.
- Worked to centralize management of the division P&Ls with the zone team to streamline processes such as PO approval, costs analysis, correct GRPOs on received costs, management of salary mass.
- Collaborated with cross-functional teams and applied a commercial lens to align financial strategies with business objectives.
- Led initiatives to enhance ROI analysis for marketing activations, contributing to optimized marketing mixes.

Executive Assistant to CEO, Cambridge Financial Services, FL, USA.

April 2018 - June 2018

- Provided high-level executive and administrative support by ensuring the office was efficiently organized and managed.
- Researched and identified new business investment opportunities, showcasing a proactive approach to business development.
- Followed up leads by contacting potential investment firm executives to pitch services and form business relationships.
- Managed and organized the CEO's business travel logistics by making timely air ticket and hotel reservations.

Admissions Campus Tour Guide, PBAU, West Palm Beach, FL, USA

January 2017 - May 2018

- Organized and conducted tours to more than 500 students, showcasing the scholastic achievements possible at PBAU
- Advised and prepared immigration entry forms (I-20 form) for incoming international students to facilitate entry Visas.
- Assisted the international student admissions counselor to help current and incoming students with their school records and ensure smooth annual transition. As well as answer phones for questions parents had all day.
- Delivered engaging presentations showcasing the scholastic achievements at PBAU and applied qualitative insights into student preferences.

Database Manager, PBAU, West Palm Beach, FL

January 2017 - May 2017

- Handpicked to create a database allowing current students to network with alumni.
- Built a database from scratch with 9000 PBA alumni using the advanced features of excel such as keyboard shortcuts.
- Researched and found the positions and employers of 3000 Alumni from LinkedIn and through making phone calls.

Finance Intern, Guaranty Trust Bank Cote D'Ivoire SA Abidjan, Cote D'Ivoire

June 2016 – August 2016

- Reviewed over 20 loan applications from clients in line with bank procedures and practices to facilitate loan decisions.
- Synthesized and summarized the banking regulations and customs of the West African Economic and Monetary Union (WAEMU).
- Benchmarked U.S. banking systems and prepared proposals for the CFO to improve banking systems and practices.
- Translated official documentations from French to English to ensure understanding and timely action by bank executives.
- Organized client database to make it more efficient and easier to monitor and look up defaulting

clients or risky accounts.

- Acquired two clients with a total net worth of 120 million Central African CFA by strategically marketing the benefits of the bank and displaying brand loyalty.

Investment Banking Summer Analyst, Dyer and Blair Investments LLC, Nairobi, Kenya. June 2015 – August 2015

- Organized and immobilized over 1,500 clients' shares from paper certificates to electronic forms to facilitate more efficient and effective trade, as well as maintain current banking trends.
- Assisted customers with transmission of shares in the event of death/succession allowing the smooth transition and ease of transfer from deceased to designated beneficiary.
- Made daily contacts and call with clients to give them updates on their accounts and status of their immobilized shares.
- Worked as a bank teller as part of daily client service which allowed for a smooth and timely processing of client requests.
- Provided financial and investment advice to clients on which shares to buy from the Kenyan and Ugandan stock market.

Africa Region Team Leader, PBA Micro-Finance Club, West Palm Beach, FL. Aug 2014 - Dec 2015

- Helped raise \$10,000 dollars in micro-finance loans for investment in emerging markets including Uganda and Kenya.
- Facilitated loans to more than 20 families in different developing countries in South America and Africa.
- Effective leadership helped win Club of the Year trophy in 2015 for being the most influential club on PBAU campus.

Vice-President and Co-Founder, PBA Investment Club, West Palm Beach, FL Aug 2013 - May 2015

- Oversaw research and investment analysis of firms in Communication, Utilities and Services sectors of the market.
- Monitored and supervised up to 5 team members responsible for researching the best stocks to buy and sell.
- Delegated research and analyzed different sectors through fundamental and quantitative analysis.
- Outperformed the market by 3% for two consecutive semesters using a conservative investing strategy which included finding companies with betas close to the sector mean.
- Pitched investment ideas to the group members, purchased, and sold shares with the approval of the President.

Salesman-Online Marketing, SEO N' GO, West palm Beach, FL, USA Aug 2013 - Dec 2016

- Identified and documented potential online marketing clients.
- Contacted potential firms to pitch for online marketing services.
- Collaborated and worked with recruited firms to improve their online marketing reach and brand identity.
- Managed the company's email marketing campaigns.
- Monitored return on investment for the different online marketing campaigns.
- Kept up to date with changes and advances in social media and advised on new channels and approaches to adopt.
- Helped monitor social media for company mentions and engaged with customers where relevant.

Legal Clerk, Steven C. Sessa LLC, Law firm, West Palm Beach, FL, USA. Spring 2015

- Provided legal and administrative support by completing the required paperwork and briefs.
- Served summonses to clients, as instructed and or required to ensure timely resolution of cases and or disputes.
- Filed client documents, files and records for ease of retrieval and management of court cases and client representation.
- Coordinated communication with clients to obtain the required legal briefs, make appointments and arrange meetings.
- Researched cases and precedent, summarizing the findings to support effective client representation.
- Prepared documents, drafted correspondence, summarized records and findings and wrote up briefs, petitions and other legal document