**PERSONAL DETAILS**

Name: Erick Baraza

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LinkedIn Profile: <https://www.linkedin.com/in/erick-baraza/>

**PROJECTS**

GitHub link: <https://github.com/erickbaraza?tab=repositories>

**ASSOCIATIONS**

1. Member of statistical society of Kenya.
2. Member of phoenix KE analytics.
3. Member of Data analytics Kenya
4. Member of Internet Society community.

**PROFESSIONAL SUMMARY**

A qualified Computer Science graduate with professional experience related to data analysis and business intelligence,coding, marketing, research, administration and leadership roles.

Technically skilled with hands-on experience in coding, database mining and management, creation of automation tools, data collection, analysis, quantitative and qualitative predictive forecasting, comprehension and reporting using statistical tools that includes Advanced Excel, Google sheets, Tableau, SQL and Artificial Intelligence (AI). Proficiency in Microsoft

Office Suit (Word, Excel, Power point, Publisher) and Google work space. Experienced in

project management tools such as Mendeley and Trello.

Highly ambitious and full of initiatives, purpose driven and highly enthusiastic at work, intelligent follower and quick to learn different concepts, collaborative, highly organized, quality research skills, flexible in working environment. Generate presentation decks and actively engage clients, write proposals and summarize research papers and policy briefs Articulate speech and written communication skills, ability to work independently and in a team environment, keen sense of justice, definiteness of decision making and planning, driven by integrity, honesty and self-control. Willingness to assume full responsibility and deliver under minimal supervision.

**ACADEMIC QUALIFICATIONS**

August 2017 To June 2022 -Bachelor’s Degree in Computer Science, Egerton University

**CERTIFICATIONS**

January 2024 To May 2024 – Data analytics and Visualization, Alison

October 2023 To December 2023- Core Data analysis, Manipulation and presentation, CISCO Networking Academy

February 2023 To April 2023-Data Protection Law and Privacy Policy, Strathmore University

October 2022 To November 2022- Huawei Cybersecurity ICT Associate (HCIA), Huawei

January 2020 To March 2020- Certificate in Microsoft Office, Deco Computer College.

**WORK EXPERIENCE**

**May 2023 To-Date- Data Analyst- Mwananchi Credit Limited, Nairobi**

Duties and Responsibilities:

* Give recommendations and advise to the senior management regarding overall business trajectory, work with Human resource to measure the performance and productivity of the workers and the marketing campaigns.
* Analysing and extracting dashboards and graphs to showcase trends and progress on periodic sales for internal stakeholders including unit managers, regional sales managers, portfolio officers and branch managers among others to determine and measure performance and business productivity.
* Generate PARs report, book changes and collections reports. Administrative work on smart collect that includes assigning accounts and Re-assigning accounts to relations officers, portfolio officers, branch and assistant branch managers and recovery agents; closing and cleaning the closed accounts in smart collect and syncing new loans in arrears in the system.
* Engaging in data mining from Smart Collect, Navision and Customer Relationship Management platforms customized to record collection, disbursement, call analysis, and market productivity reports to analyse and interpret data, extract graphs and draw reports.
* Executing periodic reports regarding current performance on fully paid, unpaid, partially paid and overpaid collections, anticipated loan recovery, specific product movement for future prediction and management decision making.
* Processing data entry with Excel recording for approved loans as per the guideline with the compliance and audit department for disbursement.
* Preparing data reports for loan services offered including logbook, check-off, asset finance among others to conclude on specific product performance in the market.
* Evaluating branch performance with active interaction and data collection by investigating sales data, market dynamics and performance metrics to measure value of each to the success of the organisation.
* Creating automation tools including branch disbursement and collections commitments, call centre performance, collections department , lead-sales conversion rate analysis to ensure efficient and functional systems.
* Generating sales code for the branch sale agents and team leaders to facilitate accurate commission calculations in Navision system and measure of quality digital credit facilities (PAR).
* Preparing commissions for marketers as per the guided rates, presenting commission sheets to the audit team for audit and chief operations officer, human resource manager and chairman for approval.
* Guiding and training employees in creating automation tools, data mining and analysis to improve workflow efficiencies.

Key Achievement:

* Improved efficiency on reporting timelines with an accurate monthly rolling tracker and improved turnaround time by 50% since August 2023.
* Automated tasks by creating online trackers and designing systems for Recovery, Call centre, Car sales, marketing and Checkoff departments.
* Generated working predictive models, both qualitative and quantitate, that drive the decision making in the company

**January 2023 To April 2023- Cybersecurity and IT Officer, South End Tech Limited**.

Duties and Responsibilities:

* Created outlook email addresses to onboarding employees, configured the emails to employees’ end point devices, implemented email policies and resolved webmail challenges.
* Diagnosed websites to potential companies and presented quotations for updates, development, and maintenance.
* Created visual-graphic content to facilitate social media advertisements for services offered.
* Researched on the cybersecurity issues and wrote blogs that would be beneficial to the clients hence boosting the brand of the company.
* Educated colleagues, management and external stakeholders about security software and best practices for information security, offering periodic training and sensitization programs.
* Designed new security systems and upgraded existing ones to by identifying bugs prevent malware.
* Engaged in ethical hacking by simulating security breaches.
* Provided network administration and user support.

Key achievement:

* Improve the online visibility and presence of the company and the contact ratio of the clients to the company by 50%.

**April 2022 To December 2022**

**Production Supervisor and Marketing Officer, Bastion Cleaning Services Limited**

Duties and Responsibilities:

* Prepared branding material including business cards, brochures, profiles, posters for distribution to potential clients and posting on social medial platforms such as Facebook, X, Instagram and LinkedIn.
* Implemented strategies to coordinate and organize sales agents to increase market share, negotiate and close deals.
* Recommended service line revision and participated in industry and market dynamics analysis and pricing decisions.
* Managed internal staff through identification of hiring needs, conducted recruitment procedures, facilitated training, onboarding, tools and implements, scheduled off-days and issued progress reports.
* Prepared weekly reports regarding sales progress, anticipated prospective clients, human resource concerns, and local and international market operations to senior management team.

Achievement:

* Automated the operations of the company by introducing the tools like Mendeley and Trello to monitor progress and performance.
* Improved the reporting structures and HR payroll report and performance monitoring.

**March 2022 To May 2022- IT Technician, Kenyatta University**.

Duties and Responsibilities:

* Documented and physically counted machines, performed system audits to enhance internal controls, generated ICT workshop and technician reports, and checked IP address, domain, workgroup, and naming convention.
* Executed system boots and logins including cold boot/hard boot, soft boot, PXE boot and reboot.
* Re-imaging or upgrading of windows machines.
* Maintained equipment and repaired faulty ones such as monitors, printers, scanners, and power supply.
* Configured proxy on web browsers in desktop, android, programming IDE and VPN connections.
* Performed cable crimping, installation, and configuration of network switches.
* Offered ICT support services to students and staff members.

**January 2020 To December 2020- Lipa Na Mpesa Brand Ambassador, Safaricom PLC**

Duties and Responsibilities:

* Performed data entry for onboarding merchants through SME tool for approval from the Small Medium Enterprise team as per the guided procedures.
* Executed brand marketing for Lipa na Mpesa product to the public by awareness campaigns, customer relationship, and availing product information.
* Collected key requirements from merchants to facilitate onboarding process.
* Educated the public on Safaricom products including buy goods and services, till numbers and pochi la biashara while offering product information, procedures, benefits of onboarding the services and payment terms.
* Handled customer inquiries, concerns, and challenges related to products and services and escalating some to the senior team while following up on customer satisfaction.
* Onboarded corporate retail and wholesale clients under Unilever Company while training them on products and services to gain confidence and offer information.
* Resolved issues and concerns of the customers in collaboration with the support staff at the Headquarters.

Achievement:

* Increased the sales conversion rate by 50%
* Through effective marketing research and campaigns, shared with the stake holders what works in the market and marketing strategies to be employed on the future projects.

**PROFESSIONAL REFEREES**

1. Ms Nora Owako Mbaya

Senior Manager- Mpesa Regional Operations, Safaricom PLC

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Email Address: [nowakoster@gmail.com](mailto:nowakoster@gmail.com)

1. Mr. Stephen Nzangi

Head of Operations Officer- Mwananchi Credit Limited

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Email Address: [snzangi.m@gmail.com](mailto:stephennzangi@gmail.com).

1. Dr. Gitonga Muriithi

Head of Commercial- Mwananchi Credit Limited.

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