

# JAYDEE EMILIO TARPEH

jaydee@jayd.ee | +1 226-345-1571 | Toronto, Canada

## EDUCATION

### Product Management Certificate

2025

Brainstation – Toronto, Ontario

### B.Sc. Biology and Economics; minor/ Business Administration

2011 – 2016

University of Windsor – Windsor, Ontario

## KEY SKILLS

- Product Management
- Partnership Development
- Student Recruitment & Support
- Strategic Problem Solving
- Data Analysis & Reporting
- Business Development

## LANGUAGES

- English (Native)
- French (Intermediate)
- Swahili (Beginner)

## WORK

## EXPERIENCE

### CEO & Founder, Uncle.ke

December 2023 – December 2024

- Bootstrapped the development of a subscription-based platform offering affordable access to high-quality appliances and furniture across Africa.
- Built partnerships with manufacturers and distributors, achieving 20% growth in customer acquisition during the pilot phase.
- Led sustainability-focused initiatives that promoted the circular economy, securing early-stage funding of \$25,000.

### Freelance Consultant and Pan-African Explorer

June 2023 – June 2024

- Traveled across 6 African countries, gaining insights into regional cultures, economies, and markets.
- Advised startups and NGOs on market-entry strategies, including talent recruitment and employment-focused initiatives.

### Vice President of Partnerships, 8B Education Investments

Nov 2022 – December 2023

- Designed and implemented strategic partnerships that connected African students with global financing and education opportunities.
- Increased student enrollment in financing programs by 150% through innovative partnerships and targeted digital campaigns at 8B Education Investments.
- Developed alliances with over 100 education providers, recruitment agencies, and fintech partners.
- Launched digital campaigns reaching over 1M prospective students globally.

### Founder & CEO, Avian (formerly Xenia Education)

Nov 2019 – November 2022

- Launched Avian as a student success platform offering courses to help international students adapt to life in Canada, including cultural orientation, academic strategies, and professional skills.
- Pivoted the platform to focus on student recruitment, connecting students with scholarships, visa support, and global universities.
- Partnered with institutions to enhance access to education for international students.
- Successfully led the acquisition of Avian by 8B Education Investments, ensuring expanded impact and seamless transition for students.

# JAYDEE EMILIO TARPEH

jaydee.tarpeh@gmail.com | +1 226-345-1571 | Toronto, Canada

## WORK EXPERIENCE

### **Sales and Editorial Representative, Pearson Education**

*July 2018 – July 2019*

- Consulted with faculty and administrators to optimize educational resources, supporting over 10,000 students per semester.
- Managed three higher education institutions within the territory and exceeded sales targets by developing tailored solutions aligned with academic needs.

### **Head of Partnerships, 1 Million Teachers**

*September 2017 – July 2018*

- Built relationships with governmental organizations, NGOs, and educators to expand teacher education across Africa.
- Designed outreach strategies that grew the program's reach and secured impactful partnerships.

### **Management Trainee, Enterprise Rent-A-Car**

*August 2016 – June 2017*

- Consistently ranked in the top 5% of sales performers nationwide.
- Helped increase branch revenue by 60%
- Trained and mentored new team members.

### **Founder & Host, Ten Thousand Africans Podcast**

*December 2016 – August 2021*

- Launched and scaled a podcast reaching 10,000+ downloads globally.
- Interviewed 100+ innovators, entrepreneurs, politicians, and thought leaders, promoting African excellence.
- Created a platform that inspired cross-cultural collaboration and entrepreneurship.

### **President, University of Windsor Students' Alliance**

*May 2015 – April 2016*

- Directed operations of a \$7M non-profit representing 11,000 students.
- Negotiated a \$1.3M universal transit initiative and led the development of a \$1M student lounge.
- Launched a \$160K/year bike-share program, enhancing campus mobility.