

LORRAINE BWAYO

Business Analyst

Cell: +254 791 192698 | Email: kessahbwayo@gmail.com | Nairobi, Kenya

Skills: Project management | Data Analysis | Financial Management | Microsoft Office | Customer Service | Complaint-Handling | Team Collaboration | Social Media Marketing | SQL | Jira | Hubspot | Power BI | Postman

PROFESSIONAL PROFILE

Business-oriented professional with a B.Sc. in Business Computing and experience in data analytics, customer care, and business analysis. Currently excelling as a Product Business Analyst at Turnkey Africa, specializing in developing product roadmaps, modeling business processes, and facilitating communication between technical and business stakeholders. My experience as a Data Analyst Intern and Customer Care/Accounts Officer has honed my analytical abilities and customer service expertise. Proficient in Microsoft Office Suite and SQL, I am passionate about leveraging data to drive business improvements and enhance organizational success. Committed to continuous learning, I am eager to make meaningful contributions to any team.

PROFESSIONAL STRENGTHS:

- **Analytical Thinking:** Demonstrated ability to analyze complex data and processes, enabling the identification of actionable insights that drive business improvements and informed decision-making.
- **Effective Communication:** Strong verbal and written communication skills that facilitate seamless collaboration between technical and non-technical stakeholders, ensuring clarity in project requirements and outcomes.
- **Project Management Capability:** Proven experience in managing projects effectively, ensuring alignment with organizational goals, timely delivery, and successful implementation of solutions.

KEY ACCOMPLISHMENTS:

- **Product Roadmap Development:** Collaborated with the product team at Turnkey Africa to create a comprehensive product roadmap, which improved product delivery timelines and enhanced alignment with organizational objectives.
- **Process Improvement Initiatives:** Identified and implemented process improvements that streamlined operations, resulting in a significant reduction in project turnaround times and increased overall efficiency.
- **Enhanced Customer Satisfaction:** Delivered exceptional customer service by promptly addressing inquiries and resolving issues, leading to increased customer retention rates and positive feedback.
- **Volunteer Leadership:** Successfully organized and coordinated the Diani Annual Charity Goat Derby, managing vendor relations and logistics, which resulted in a well-executed event that exceeded fundraising goals of one million Kenyan shillings in 2023.

PROFESSIONAL EXPERIENCE

Product Business Analyst | Turnkey Africa

May 2024 – Present | Nairobi, Kenya

Key Contributions:

- Collaborated with other product team to develop and promote the product roadmap, ensuring alignment with organizational goals.
- Modeled current and future states of products to identify opportunities, risks, and impacts, facilitating informed decision-making.
- Worked closely with cross-functional teams to formulate and communicate viable solution options that addressed business needs.
- Supported effective communication between business and technical stakeholders, ensuring clarity and timeliness in project discussions.
- Ensured high-quality requirements were clearly defined, thoroughly analyzed, and effectively managed throughout the project lifecycle.

- Managed the development, distribution, and approval of communications related to business requirements, maintaining an updated prioritized requirements list.
- Reviewed the impact of business decisions within the context of ongoing projects, providing insights to support strategic planning.
- Defined and monitored non-functional requirements, ensuring they were achievable and effectively met throughout the development process.
- Took responsibility for tracking business requirements through to acceptance, ensuring alignment with project goals and stakeholder expectations.

Data Analyst Intern | E-waste Management Centre under ICT Authority

Dec 2023 - Present | Nairobi, Kenya

Key Contributions:

- Received and sorted electronic waste from various state departments and corporations.
- Tested, refurbished and recycled the received electronic waste.

Customer care/ Accounts Officer | Urbantech Security Limited

August 2021 - Dec 2023 | Kwale County

Key Contributions:

- Managed accounts payable and receivable, ensuring meticulous record-keeping and timely payments.
- Assisted in financial forecasting activities to facilitate strategic financial planning.
- Conducted comprehensive financial analysis to identify cost-saving opportunities and enhance profitability.
- Implemented automation of manual systems to enhance operational efficiency.
- Prepared and maintained payroll records with precision.
- Coordinated service requests and deployments with the operations team to meet client expectations.
- Provided adept support in contract management, encompassing preparation, renewal, invoicing, and payment-related tasks.
- Documented client feedback to drive service enhancements.
- Delivered exceptional customer service by promptly addressing inquiries and resolving issues.
- Analysed customer feedback to identify emerging trends and areas for improvement.
- Collaborated effectively with internal teams to ensure prompt resolution of customer concerns.

Digital Marketing Intern | Vernant Limited

Sep 2019 - Dec 2019 | Nairobi, Kenya

Key Contributions:

- Led digital marketing campaigns, overseeing content creation and social media management.
- Conducted in-depth analysis of campaign performance metrics to refine strategies and enhance ROI.
- Assisted in the development of marketing collateral, including brochures and presentations.

EDUCATION

Certified Public Accounts (CPA) | Part 2 (Section 3)

- Intermediate Level (In Progress)

Jomo Kenyatta University of Agriculture and Technology | (BSC), Business Computing

Graduated

April 2021

- Second class upper Division
 - Served as a Class Representative

Matuga Girls High School | KCSE

Graduated 2015

- Mean Grade of B+

VOLUNTEER EXPERIENCE

- **Diani Annual Charity Goat Derby 2023**

I was in charge of planning and coordinating with the vendors and sponsors that were present during the event. This included creating a list of possible vendors and sponsors, reaching out to them, acknowledging their payments, and helping them with the setup.

REFERENCES

- Available upon request.