

CATHERINE .A. OLWAL

DIGITAL ADVOCATE FOR SUSTAINABILITY AND
SOCIAL IMPACT



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PROFESSIONAL SUMMARY

Passionate social impact advocate driven by innovation, adaptability and a global perspective. With intermediate proficiency in AI, data analysis and communication; and an advanced beginner in Python, SQL, CSS, and web development, I bring a strong foundation in community development, project management and social impact advocacy. I am seeking a challenging role where I can leverage my skills in tech, team leadership, creative problem-solving, cross-cultural engagement, project coordination and implementation to drive meaningful change.

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EDUCATION

Software Engineering Track | 2025

Power Learn Project Academy, Nairobi, Kenya

- Relevant Coursework: Python Programming, Web Development (HTML, CSS) , Database Design and SQL, Git and Github, Data Analysis, Software Project Management, Soft Skills
- Ongoing

Diploma in Community Development and Counselling | 2019

Technical University Of Mombasa, Mombasa, Kenya

- Relevant Coursework: Community Development 1 and 2, Project Initiation, Planning and Implementation, Fundraising and Project Resource Mobilization, Community Capacity Building and Empowerment, Research Methods, Public Administration and Governance, Population, Poverty and Development, Conflict Management and Refugee Studies, Social Change and Social Welfare, Environmental Health Education, Gender and Development Studies, Disaster Management, Business Planning, Formation and Management of CBOs, Project Monitoring and Evaluation, Advocacy in Community Development Work

WORK EXPERIENCE

Founder and Creative Manager | Present

The Crayon Club

- Founded and manage a community-driven club providing a supportive environment for single parents and their children.
- Design and create original educational content, including coloring and activity sheets, to enhance early childhood learning and creativity.
- Plan and coordinate weekly engagement activities and monthly major events that foster family bonding and peer connection.
- Facilitate parent support meetups, encouraging community building, emotional support and shared learning among single parents.
- Oversee membership management, program scheduling and event logistics.
- Promote early childhood development through play-based learning activities.

Social Media Manager | Jul 2024- Feb 2025

Emuta Ranch | Kajiado County

- Conducting research on trends and ensuring the security of social media pages from spamming and unethical comments and tags.
- Developing and posting engaging themes and content inspired by nature, wildlife, conservation and education, with catchy taglines and hashtags.
- Reviewing and approving content concepts before posting.
- Consulting with the team to generate and refine ideas and themes.
- Managing professional/business social media pages, ensuring they reflect the ranch's values and mission.

Personal Business Consultant | Apr 2021- Jun 2023

Self Employed | Mombasa

- Facilitated staff training programs to enhance service standards
- Designed and standardized operational procedures to achieve client excellence.
- Managed diverse interior design projects tailored to client needs.
- Monitored and enforced quality assurance protocols and standards compliance.

Safaricom Brand Ambassador | Sep 2020- Aug 2021

Stan Consulting Group | Mombasa

Stan Consulting Group is a company that is contracted by different companies to market their brands on their behalf.

- Boosted sales across various brands.
- Amplified brand visibility.
- Executed marketing campaigns to promote products and services.

The Pink Movement Project Assistant | Mar 2020- Aug 2020

Angaza Initiative Community Based Organization | Mombasa

- Managed community support systems for cancer survivors.
- Directed the planning and execution of events celebrating cancer survivors; spearheaded awareness initiatives on various forms of cancer and prevention methods.
- Engaged in stakeholder and team strategic meetings.
- Compiled and prepared reports.

Project Support | Aug 2019- Feb 2020

Kenya Red Cross Society | Mombasa

Cholera Prevention and Maternal Neonatal Child Health Project

- Collaborated with local county government, county water quality experts and the Ministry of Health to advocate best practices ensuring continuous community access to safe and clean water; led awareness campaigns on cholera prevention.
- Maintained and updated the Beneficiary Tracker.
- Coordinated and participated in project and stakeholder trainings, activities, and meetings.
- Authored and compiled project reports.
- Supervised project volunteers during community outreach activities.
- Conducted data collection and performed data entry.
- Handled various office-related duties.

Team Lead Mentor | Jan 2019 - Aug 2019

D.R.E.A.M.S Program (Determined, Resilient, Empowered, AIDS- Free, Mentored and Safe) | Mombasa

- Facilitated weekly sexual and reproductive health sessions with Adolescent Girls and Young Women (AGYW).
 - Registered AGYW in the D.R.E.A.M.S program.
 - Coordinated HIV/AIDS testing for AGYW at the onset of the program and monitored retesting after three months.
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- Supervised mentors in the implementation of the program.
- Compiled and submitted monthly reports for all activities conducted.
- Maintained and organized data for AGYW and completed office-related duties.

Sales and Marketing Representative | Jul 2016 - Apr 2018

Golden Footprints, Once Upon a Time/Nyumba Kumi Initiative Event Concepts | Mombasa/Nairobi

- Developed creative strategies to increase event ticket sales.
- Formulated and executed marketing strategies across various platforms to promote events.
- Supported the planning and execution of events.
- Provided feedback to the team leader on completed tasks.

Project Intern | Sep 2017 - Mar 2018

Kenya Red Cross Society | Mombasa

Maternal Child and Adolescent Health Project

- Facilitated sexual and reproductive health sessions with youths and adolescents.
- Coordinated and participated in project and stakeholder training, activities, and meetings.
- Supervised project volunteers during household visit activities as a Team Leader.
- Supported community health volunteers in partnership with the Ministry of Health to mobilize the community for participation in medical outreaches and other community-based activities.
- Maintained and updated the Beneficiary Tracker.
- Performed data collection and entry tasks.
- Authored project reports and proposals.
- Executed various office-related duties.

General and Tallying Centre Observer | Aug 2017 - Oct 2017

Elections Observation Group | Mombasa

- Monitored the election process independently in Kisauni and Nyali Constituencies.
- Reported irregularities during voting, counting, and tallying of votes to ELOG.

VOLUNTEER EXPERIENCE

Project Volunteer | May 2016 - Jun 2016

Healthright International Kitale

Saving Mothers Project, Kapenguria Hospital

- Secured patient consent for tests related to Preterm Birth Indicators.
- Registered expectant mothers for prenatal care.
- Compiled and documented reports for completed tests.

Project Volunteer | Feb 2014 - Jul 2014

Junior Achievement Kenya | Mombasa

- Coordinated Junior Achievement programs in Mombasa County.
- Supported, supervised and motivated students to develop competitive products and services in preparation for the Annual Junior Achievement Expo.

CORE SKILLS

- Community Development and Mobilization
 - Project Management and Implementation
 - Research and Data Analysis
 - Communication and Cross-Cultural Engagement
 - Tech and Digital Skills
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- Creative Problem-Solving and Innovation
- Fundraising and Resource Mobilization (Knowledge Base)
- Leadership and Initiative
- Integrity
- Discretion

LANGUAGES

- English (Native)
- Swahili (Native)

NOTABLE AWARDS

- Nationwide Winner of the Ideathon Contest | Feb 2020

Form Ni Gani

Form Ni Gani Kenya nationwide winner of the Ideathon Contest; that tasked Kenyan youth with crafting innovative solutions for changing the state of contraception in Kenya.

REFERENCES

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