

—○ YVONNE E MASILA ○—

CONTACT

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P.O. Box 15559 – 00509 Hardy

Karen, Langata.

SKILLS

- Marketing Management
- Operations Management
- Financial Analysis
- Leadership
- Team Building
- Creativity & Innovation
- Business Development
- Brand Management

PROFILE

I am a highly creative, goal oriented professional with 8+ years’ experience in Renewable energy technologies as well as Operations Management, Business development, Marketing and Brand Management in handling modern and general trade consumer channels while driving strategy and execution in line with the overall corporate goal.

- ✓ Totally keen to find a position in management and rewarding work environment and the scope to build a career.
- ✓ To be open and maintain a broad but in-depth organizational management consistent with set perspectives.
- ✓ Advance and uphold ethical tenets of the profession and better the welfare of humanity through prudent practice and social responsibility.

PROFESSIONAL SKILLS

- ✓ Knowledge of accounts and financial analysis.
- ✓ Knowledge of Micro-Soft office and accounting packages.
- ✓ Media Relations and Public Relations Training – Business Advocacy Fund.
- ✓ Advanced Excel Training at Excel Pro.
- ✓ Knowledge of Retail Management Software (RMS) and ISMART Retail Solutions Software.
- ✓ Knowledge of Market and customer dynamics.
- ✓ Multi-tasked and detail oriented professional team player coupled with creative, strong analytical skills and the ability to establish good rapport across the team.
- ✓ Ability to discharge my work professionally in a conscientious and culturally sensitive manner.
- ✓ Strong organizational skills and exemplary communication and interpersonal skills whilst able to coordinate and manage a diverse array of responsibilities.

EDUCATION

University of Nairobi

2017-2019

Master of Business Administration

International Business

Kenyatta University

2013-2016

Bachelor Of Commerce

Marketing

Vision Institute Of Professionals

2004 – 2009

CPA PART 1&2

CPA SECTION IV

CPA SECTION III

CPA SECTION II

CPA SECTION 1

WORK & PROFESSIONAL EXPERIENCE

PROFESSIONAL ROLES

- Research Assistant for contractual works to perform works on Lighting Africa Program on development of value chain report and analysis addressing off grid lighting products in Kenya.
- Conducted Pre-Baseline Survey for REECON and Climate Neutral Group Carbon Offset project.
- Conducted Baseline Survey and Implementation of Project for REECON and CO2 Balance in Nairobi and Mombasa.
- While engaging as the nominated Accountant for Association of Biogas Contractors (ABC- K) , Prepared the financial proposal and Financial Records Management to Secure initial funds from Business Advocacy Fund for Development of Biogas Standards.
- The National Board Member (TNB) The Kenya Biogas Stakeholders Network (BIO-NET).
- Member of KEBS Biogas Technical Sub-committee (TSC) tasked to develop Household Biogas Standards.
- National Reference Group Member under Promoting Agriculture Climate & Trade Linkages (PACT) in East Africa hosted by CUTS.

WORK EXPERIENCE

Business Development Advisor: Consultant

August 2020 To Date.

Key Responsibilities:

- Marketing develop, implement and evaluate regional channel specific business plans for sustainable sales growth in line with the overall company business plan.
- In-charge of the preparation and implementation of the marketing budget and marketing strategy for the company through management of the sales funnel in line with set targets, sales analysis and reporting.
- Developing and executing strategies for lead generations, pricing, and other matters related to revenue generation within targeted industry organizations.
- Supervising team to ensure response times are met, internal communication is maintained and document management is upheld.
- Identifying customer/market needs, networking with b2b and b2c in the available markets and advising on various products trends, needs and demands for the market.
- Cross-functional alignment- work with marketing, finance and supply chain teams to develop one plan.

REFEREES

Liz Kivuva
Human Resource Business Partner
Mediamax Network
P. O. Box 103618 -00101
Nairobi, Kenya.

Ndungu Mwithiga
Chief Financial Officer
Juanco. Co. ltd
P. O. Box 381 -00502
Karen, Kenya.

Wycliffe Musungu
Managing Director
REECON
P. O. Box 381-00208
Karen, Nairobi.

HOBBIES & INTERESTS

- Traveling
- Reading
- Cultural diversity
- Music

Demand Planning and Execution Lead: Media Max Ltd
AUG 2018 to OCT 2020.

Brand and Activations Manager: Chemi & Cotex Kenya.
Jan 2014 to July 2018.

Branch Manager: Naivas Ltd.
DEC 2011 to OCTOBER 2013.

Trading Manager ; Juanco Group of Companies Ltd
JAN 2010 to NOV 2011.

Project Manager ; Renewable Energy Engineering Contractors
JAN 2006 to JAN 2010.

VARIOUS PROJECTS UNDERTAKEN BY YVONNE MASILA UNDER BAYTON GREEN SYSTEMS AND REECON FROM 2007 TO DATE

Awarding Organization	Assignment	Contact Person of the awarding organization
Telecom Telematique	Value chain and distribution channels analysis and country profiles – Kenya. Lighting Africa initiative project Survey Position: Research Assistant	Lynne Gallagher T/TI, Washington.
Carbon2balance	Training of installers and installation of rocket stoves in Huruma, Nairobi and Gazi, Mombasa.	Peter Coventry
International Development Research Centre (IDRC)	Incineration of old records weighing 5.5 Tonnes semiannually for 2010 & 2009.	Richard Nzuki –Research Information Officer IDRC
University of Eastern Africa, Baraton.	Energy efficiency improvement; Energy audit, Installation of energy efficient equipment and appliances.	Mr. Mambo –Business development Manager, University of Eastern Africa, Baraton. Subcontracted by REECON
Climate Neutral Group	CNG Household Biogas Prebaseline Survey, carried out in Western Kenya.	Franz Rentel While working Under REECON as Project/Business Dev Manager
Various clients	Construction of biogas plants for waste treatment with value adding to produce biogas for cooking and slurry as fertilizer.	Various clients
Various clients	Construction of household size rocket stoves–1,000 units.	Various clients
Various clients	Construction of institutional size rocket stoves– 2 units.	Various clients
Various clients	Installation of Kentainers Blue Flame ABC-K Biogas Plant.	3 clients