



Okinyo Mark Boncencic

Executive Leadership - Brand & Marketing Strategy - Product & Ops

Professional Statement

I'm a passionate marketing executive with 8+ years of business experience in marketing strategy, operations, automation, experimentation, brand and product research, and business intelligence. In these years, I have also accumulated significant experience on product development and monetization in addition to setting up the people and processes that make the magic happen in a business environment.

I have vast experience working with Pan-African startups in the fields of e-commerce, online classifieds, content, and now education. My mission is to create value for the customers I engage by giving them a reason to believe. Personally, I seek to continuously empower and learn from the people I work with every day that I show up for work.

Work Experience

>> DIRECTOR OF CAMPUS OPERATIONS

Moringa School/Location - Kenya

Sept 2020 - Jan 2022

1 yr. 5 mos

- **Business Operations:** Oversee all teams and processes relating to student acquisition, enrollment, classroom delivery, retention, and graduate outcomes.
- **Talent Development:** Build, coach, train, and retain high performing teams across the Marketing, Admissions, Classroom, and Graduate Support Departments
- **Culture Champion:** Working closely with the people function to create a conducive environment for our workforce to practice and exhibit the company's core values.
- **Vision Setting:** Defining ways to grow Moringa's footprint in Kenya through product-market alignment and increased student demand, while staying true to our brand promise of employability
- **Execco Member:** As a member of the executive, contribute to the short and long-term strategy and growth of the company through my active participation in the planning and decision making process
- **Product and Process Optimizations:** Conducting deep-dives into our customer insights to inform all our product and process improvements on the road to product-market alignment and operational excellence.

>> DIRECTOR OF BRAND & MARKETING STRATEGY

Moringa School/Location - HQ

May 2020 - Sept 2020

5 mos.

In addition to previous role as Deputy Director of Marketing I took charge of:

- **Full Ownership of HQ Marketing:** Taking point on Brand and Category Management and overall Marketing Strategy and Implementation.
- **Team Upskilling:** Upskilling Marketing team in basic finance understanding, budgeting, and reporting
- **Restructuring:** Lead restructuring process of Marketing team during onset of COVID-19 to accommodate for revised talent plan and business continuity

Contact

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Education

- >> **PROFESSIONAL CERTIFICATES**
Africa Management Initiative - 2019
SailThru Individual Qualification - 2018
Hubspot Email Marketing Cert - 2018
Google Analytics Certification - 2015

>> BACHELORS DEGREE (BTECH IN IT.)

Technical University of Kenya
2014

Career Highlights

- >> **10% INCREASE IN STUDENT ENROLLMENTS + OPERATIONAL EFFECTIVENESS LEADING TO HIGHER RETENTION & NPS SCORES**
Moringa School
2021

- >> **16% INCREASE IN ANNUAL REVENUE vs PRIOR YEAR DURING COVID-19 WHEREAS EDUCATION SECTOR SHRUNK to 42% IN KENYA**
Moringa School
2020

- >> **58% INCREASE IN STUDENT ENROLLMENTS IN 1st FULL YEAR IN ROLE + SUCCESS WITH NEW PRODUCT LAUNCH**
Moringa School
2019

- >> **HELPED MANAGEMENT TEAM DEFINE COMPANY STRATEGY ENABLING \$9.5 MILLION FUNDING ROUND FROM MASTERCARD FOUNDATION & OTHERS**
Moringa School
2019

- >> **LED INTERNAL BRAND AUDIT & SET STRATEGIC OBJECTIVES FOR NEW BRAND & PRODUCT POSITIONING**
Moringa School
2019

Work Experience Continued

>> DEPUTY DIRECTOR OF MARKETING

Moringa School/Location - HQ

Sept 2019 – May 2020

9 mos

In addition to previous role as a Snr Marketing Manager – Digital, I took on more responsibility in the team that included:

- **Management of Offline Marketing Team:** Overseeing all events and outreach activities and their team members
- **Executive Decision Making:** Deputizing for the Marketing Director and signing off on marketing initiatives and budgets
- **Managing External Partnerships:** Taking point on agency, corporate, and government partnerships on the marketing front.
- **Product Research & Development:** Support the product and learning teams by providing customer insights to support and validate new product development.
- **Org-wide Goal Setting and Strategy:** Support the senior management group in creating short and long-term goals and company priorities
- **Branding and Lead Gen for HQ:** Support geographical expansion of our courses and brand into other regions in Africa.
- **Building Team Structure for Scale-Up Operations:** Designing the optimal HQ team structure in preparation for entry into new markets
- **Public Relations & Risk Mitigation Strategy:** Create clear playbooks for protecting the brand identity on newsworthy matters
- **Internal & External Communications:** Supporting the senior leadership with approvals for internal and external communications to ensure that brand identity and integrity is upheld.

>> SENIOR MARKETING MANAGER - DIGITAL

Moringa School/Location - Kenya

Aug 2018 – Sept 2019

1 yr. 2 mos

- **Campaign Strategy:** Creation of marketing playbooks and frameworks for all digital channels (Email, SEO/SEA, Community, Content, etc.)
- **Channel Optimizations:** Looking at the funnel metrics for each acquisition channel and recommending A/B tests to improve lead generation and conversions
- **Data-Driven Decision-Making:** Recommending solutions to problems affecting our progress-to-goals based on statistical insights from customers
- **Budget Management:** Approving and tracking of marketing spend against budget allocation for all digital channels
- **Learning and Development:** Training and coaching my team of 6, to build on their strategic and functional expertise
- **Business Strategy:** Providing strategic input/consultation to senior management on company-wide initiatives and focus areas
- **Creative Direction:** Defining and leading the creative process for all digital marketing campaigns, design direction, and collateral
- **Project Management:** Oversee the marketing roadmap execution and manage expectations, deliverables, and multiple internal and external stakeholders
- **Competitive Landscape Mapping:** Keeping abreast of existing and potential competitors and their market share to curate better brand and product positioning strategies.
- **Lead Generation:** Generate quality leads for conversion into paying students to hit yearly classroom and revenue targets.
- **Persona Validation:** Leverage on existing and research-based data to validate our consumer segments to improve our positioning and targeting for our marketing campaigns
- **Scalability Planning:** Creating the team structure and related playbooks and frameworks to support future scale of the marketing function

Highlights Cont.

- >> **1,500+ UNIQUE ATTENDEES AND \$150K RAISED FOR 3-DAY NAIROBI TECH WEEK EVENT**
Moringa School/NTW
2019
- >> **SUCCESSFUL IMPLEMENTATION OF ENTERPRISE-GRADE CRM FOR ALL 14 BUSINESSES UNDER COMPANY PORTFOLIO**
ROAM (Ringier One Africa Media)
2018
- >> **SUCCESSFUL SETUP OF THE EMAIL & MOBILE MARKETING TEAM + MARKETING CHANNEL PLAYBOOKS AND FRAMEWORKS**
ROAM (Ringier One Africa Media)
2016 - 2017
- >> **SUCCESSFUL MIGRATION OF ECOMMERCE WEBSITE FROM JOOMLA TO MAGENTO CMS**
Ringier Kenya
2015

Hard Skills

- Project Management
- Process Optimization
- Strategic Planning and Execution
- Talent Acquisition & Development
- Business Intelligence & Analytics
- Vision Setting & Engagement
- Multicultural Awareness
- Managing Complexities
- Getting Buy-in
- Stakeholder Management

Soft Skills

- Problem & Conflict Resolution
- Effective Listening & Communication
- Critical & Creative Thinking
- Emotional Intelligence
- Interpersonal Savvy
- Driving Engagement
- Directing Work & Ensuring Accountability

Work Experience Continued

>> EMAIL & MOBILE MARKETING MANAGER

Jan 2018 – Aug 2018

Ringer One Africa Media (ROAM)/Location - HQ

8 mos

- **List Management Strategy:** Oversee all strategy relating to list acquisition, onboarding, clean-up, engagement, and re-engagement
- **Segmentation and Personalization:** Oversee all strategy relating to subscriber segmentation and personalization to improve engagement
- **User Lifecycle Optimization Strategy:** Set-up drip campaigns and email triggers to support subscribers through their buyer journey
- **Maintain High Deliverability & Sender Reputation:** Ensure that we're staying clear of spam filters by implementing best practices for server side configurations, send frequency, and user opt-in and opt-out.
- **Technical Support to Product:** Provide the tech team with technical specifications for new email programs and transactional emails and support in troubleshooting and implementation
- **Monitor KPIs & Conduct A/B Tests:** Monitor KPIs against business targets and give insights and recommendations for channel optimizations
- **Template Coding and Optimization:** Ensure that all our email templates are responsive and displaying consistently across all major email clients
- **Team Management:** Provide my team of 5 with training, mentorship, resources, and prioritization of roadmap items vs ongoing tasks.
- **Monthly Reporting to Business CEOs:** Prepare monthly reports on performance of the channel against core business targets and share learnings, recommendations and action items for next cycles
- **Contribute to Marketing Roadmap:** Support the CMO and Head of Digital Strategy in coming up with quarterly roadmaps for the team
- **Vendor Selection:** Conduct due diligence for selection of CRM and ESP programs for implementation at a group level and get buy-in from stakeholders.

>> SENIOR EMAIL MARKETER

Jun 2016 – Dec 2017

Ringier One Africa Media (ROAM)/Location - HQ

1 yr. 7 mos

- **Own Strategy & Execution:** Full ownership of group-wide email strategy and execution for all 14 companies within the ROAM portfolio
- **Project Management:** Liaising with tech departments for setting up email programs and tracking parameters
- **Channel Frameworks & Playbooks:** Creation of marketing frameworks for newsletters, transactional and relationship emails
- **Technical Specifications for Email Programs:** Create documentation for email tech specs and execution plan for A/B split tests
- **Cross-team Collaboration:** Work with other teams (Operations, Design, and Business) to execute successful campaigns
- **Succession Planning:** Continuous training and development of email channel specialists in my team
- **Team Performance Management:** Conduct 360 reviews and set development plans for team members.
- **Contribute to Marketing Roadmap:** Provide strategic contribution to the company's group-wide road map planning and execution
- **Channel Performance Management:** Monitor KPIs, give insights and implement learnings to continuously improve the email channel
- **Marketing Summits:** Support the CMO and the Head of Digital Strategy in facilitation of cross-country marketing summits
- **Stakeholder Management:** As a service area, work closely with the company CEOs and their sales teams to create realistic targets and hit revenue projections.

Professional Skills

Brand & Product Positioning



Offline Marketing Strategy



Digital Marketing Strategy



Search Engine Optimization



Search Engine Advertising



Email & Push Message Marketing



User Journeys & Conversion Funnels



Monitoring and Evaluation



A/B & Multivariate Testing



Testimonials



Mark, you are the true definition of a leader. You taught me complex stuff in digital marketing in the simplest forms. Through your patience, constant training and knowledge, my learning curve was always up. You pushed me out of my comfort zone and steered me to think bigger. You also offered great support, advised a lot be it work or even personal, in short, you are one of the very few leaders I've met who genuinely cared about their subordinate's well-being. Given a chance, I'd be glad to work with you time and again. Keep your shine on :-)

Mercy Gitau - ROAM



You'll never be replaced, but we will take up the baton and 'push' on forward and build on what you started

Gavin Forsyth - Ringier AG

Work Experience Continued

>> DIGITAL MARKETING SPECIALIST

Ringier Kenya/Location - Kenya

Jun 2014 – May 2016

2 yrs.

- **Email Marketing:** Oversee all email marketing strategy and execution for our East African e-commerce and online classifieds portfolio
- **On-page SEO:** Ensure that all ranking factors relating to on-page structure, navigation elements, and user experience are implemented and optimized according to best practice
- **Technical SEO:** Ensure the proper implementation of back-end SEO frameworks and conduct website health checks on matters relating to crawl frequency and errors, internal linking, and page load speeds.
- **Media Outreach Strategy:** Audit and manage the link profiles for the different websites and work closely with the community manager to source link building opportunities from thought leaders (in segment).
- **Website Architecture Management:** Provide the tech team with technical specifications for user friendly URL structures for the websites within the business portfolio
- **Website UX/UI Management:** Implement heat maps on the website landing pages and conduct A/B split tests to monitor user behavior and suggest UX/UI updates to the landing pages.
- **Channel Performance Management:** Monitor KPIs, give insights and implement learnings to continuously improve the two channels

>> PARTNER & WEBMASTER

www.soka25east.com/Location - Kenya

Feb 2014 – Date

8 yrs.

- Front-end web design
- Technical support and website maintenance
- Technical SEO audits and optimizations
- Management of all administrative tasks
- Server Management and Access Control
- Fundraising and Partner Relations

References



ELEONORA MEJIA V.

Former Director of Marketing
Moringa School

[in LinkedIn Profile](#)

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JONATHAN LAWOYIN O.

Former Head of Digital Strategy
Ringier One Africa Media

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KEVIN KIBIEGO

Customer Acquisition Mgr.
Safaricom PLC.

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Hobbies & Interests



Anime



Fitness



Cinema



Retro Gaming



Nature

Testimonials Cont.



You definitely deserve these notes, Mark! You've completely transformed our digital marketing and continue to bring so much to our team in terms of creativity and drive.

Meredith Karazin – Moringa School



Mark, you've been a role model for so many...on a personal just as much as on a professional level. Asante sana for being part of my team and only the best for your next step. Let's keep in touch!

Janine Kanters – Ringier AG



You are such a superstar though. I have directly worked with you for just a hot minute and you are super effective and intentional about producing the desired outcomes/results. I value you and the work that you do Mark.

June Barasa – Moringa School



Mark thanks for being part of an amazing journey. We'll build on your legacy from here. All the best!

Clemens Weitz – ROAM

Testimonial Links

[Link 1](#) | [Link 2](#) | [Link 3](#)