

Okinyo Mark Boncenvic

Management Consulting - Brand & Marketing Strategy - Product & Ops

Profile Summary

I'm a passionate and experienced Marketing and Business Executive with over 8 years' experience leading Strategy and Execution in Brand Marketing, Product Management, Business Operations, Market Research, Business Intelligence, and Process Automations.

I've accumulated this experience working with multi-cultural African startups in the fields of E-commerce, Digital Marketplaces, Media Publishing, and Tech Education. My mission is to scale sustainable organizations through strong team culture and lean operations.

Career History

MANAGEMENT CONSULTING – MARKETING & OPS.

Feb 2022 - May 2022

Moringa School/Location - HQ

4 mos.

Setting up the commercial wing of the business (Marketing & Admissions) for success post my exit as I take a much needed career break to rejuvenate.

Achievements:

- Exceeding 2022 Q1 revenue targets
- Successful restructure and staffing of the commercial department
- Leading the successful 360 degree brand relaunch of Moringa to the public
- Getting the institution accredited by the Ministry of Education

DIRECTOR OF CAMPUS OPERATIONS

Sept 2020 – Jan 2022

Moringa School/Location – Kenya

1 yr. 5 mos.

Responsible for hitting annual commercial goals and leading the campus teams to deliver a market-leading customer experience in tech education in all aspects from acquisition, service delivery, and graduate support; and with tangible outcomes that align to the organization's strategic direction.

Achievements:

- Leading a team of 60+ across Marketing, Sales, BD, & Classroom Operations
- Voted the Executive Committee's Leader of the Year 2021
- 26% Revenue Increase despite effects of Covid-19 on education sector
- Successful ISO 9001:2015 Certification of Moringa School
- Change Management during Covid-19 in the pivot to remote delivery
- Highest Customer Retention and Satisfaction Scores in history of Moringa
- Highest Staff Engagement and Satisfaction Scores in history of Moringa

DIRECTOR OF BRAND & MARKETING STRATEGY

May 2020 - Sept 2020

Moringa School/Location - HQ

5 mos.

Leading the Go-to-market Brand Strategy and Execution in line with Moringa's Mission, Vision, and Growth Strategy while building the technical know-how at a local and group level through training and development of high-performance teams across all geographies that Moringa has a footprint in.

Achievements:

- Leading a team of 18 amazing humans across sales and marketing
- Presided over the new brand collateral application and staff onboarding
- Successful restructure of the team as a result of downsizing due to Covid-19

Contact Info.

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Education

- PROFESSIONAL CERTIFICATES:
 - 2021: ISO 9001 Internal Auditor
 - 2019: Management Training
 - 2018: SailThru CRM Cert.
 - 2018: Hubspot Email Mkt. Cert
 - 2015: Google Analytics Cert
- 2014: BACHELOR OF TECHNOLOGY IN INFORMATION TECHNOLOGY - Technical University of Kenya

Soft Skills

- Leading Self
- Communicating for Impact
- Working With Others
- Entrepreneurial Thinking
- Project Management
- Problem & Conflict Resolution

Leadership Skills

- Strategic Planning and Execution
- Talent Acquisition & Development
- Vision Setting & Engagement
- Directing Work
- Ensuring Accountability
- Business Intelligence & Analytics
- Multicultural Awareness
- Managing Complexities
- Getting Buy-in
- Stakeholder Management
- Cultural Awareness
- Emotional Intelligence

Career History Continued

DEPUTY DIRECTOR OF MARKETING

Sep 2019 - May 2020

Moringa School/Location - HQ

9 mos.

Supporting the Go-to-market Brand Strategy and Execution in line with Moringa's Mission, Vision, and Growth Strategy while building the technical know-how at a local and group level through training and development of high-performance teams across all geographies that Moringa has a footprint in.

Achievements:

- Leading a team of 11 across product marketing, online, and offline marketing
- Defined Moringa's new brand architecture and identity after a successful audit
- Strategic contributions led to my appointment into the Executive Committee

SENIOR DIGITAL MARKETING MANAGER

Aug 2018 - Sep 2019

Moringa School/Location - HQ

1 yr. 2 mos.

Scaling Moringa School's Marketing Operations to support the next phase of ambitious business growth through digital marketing tactics while building the talent, tools, frameworks, and playbooks across SEO, SEA, Social, Content, Email, Push Marketing, and Marketing Automation from the ground up.

Achievements:

- Leading a team of 5 amazing humans
- Built the digital marketing team, frameworks, and playbooks from the ground up
- 58% increase in student enrollments in my first full year and 485% overall
- Successful brand review to identify gaps in growth strategy and objectives
- Contributed to growth strategy leading to successful \$9 Million funding round
- Successful launch and commercial validation of 2 new products

REGIONAL MARKETING MANAGER – EMAIL & MOBILE

Jan 2018 - Aug 2018

Ringier One Africa Media (ROAM)/Location - HQ

8 mos.

I was responsible for leading the organization's CRM Strategy by using email and mobile marketing channels as tools for Brand Engagement, Conversion Rate Optimization, and Lifecycle Optimization. Through automation, segmentation, and personalization; I implemented best-practices that focus on customer engagement and retention, high-performing push-marketing campaigns, responsive design, and maintaining high sender deliverability and reputation.

Achievements:

- Leading a team of 5 amazing CRM strategists supporting 14 companies
- Building the channel frameworks and playbooks from the ground up
- Implemented Enterprise Grade CRM tool for all 14 businesses under ROAM
- Implemented personalization engine that reduced marketer's time spent on creating campaigns by almost 80% while sending highly target email campaigns
- Oversaw the optimization strategy for a database of over 3,000,000 subscribers

SENIOR EMAIL MARKETER

Jun 2016 - Dec 2017

Ringier One Africa Media (ROAM)/Location - HQ

1 yr. 7 mos.

I had full ownership of group-wide email marketing strategy and execution for all 14 companies within the ROAM portfolio

Achievements:

- Leading a team of 3 amazing CRM strategists supporting 14 companies
- Migrated all 14 companies into one email service provider & core technology
- Formed new SOPs and rallied all the CEOs & their teams to adopt new rules for maintaining high deliverability, sender reputation, and customer engagement.

Technical Skills.

- Brand & Product Marketing
- Go-to-market Strategy
- Community & Outreach Strategy
- Digital Marketing Strategy
 - Search Engine Optimization
 - Email & Push Marketing
 - Search Engine Advertising
 - Content Marketing
 - A/B & Multivariate Testing
 - Analytics
- Competitive Research & Benchmarking
- Risk Mitigation Strategy
- Documentation of SOPs & Playbooks
- Business Process Optimization
- Monitoring & Evaluation

Testimonials

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

Career History Continued

DIGITAL MARKETING SPECIALIST

Jun 2014 - May 2016

Ringier Kenya/Location - Kenya

2yrs.

Leading the Search Engine Optimization, Email Marketing, and Media Outreach strategy to support the e-commerce and digital market-place businesses under Ringier Kenya.

Achievements:

- Built the e-commerce website architecture from scratch
- Dominated position 1-3 of local search rankings for key search queries
- Migration of websites from Joomla to Magento CMS

References



ELEONORA MEJIA V.

Former Director of Marketing
Moringa School

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JONATHAN LAWYOIN O.

Former Head of Digital Strategy
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KEVIN KIBIEGO

Customer Acquisition Mgr.
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Hobbies & Interests



Anime



Fitness



Cinema



Retro Gaming



Nature