

Professional Profile

I am a dynamic contributor to Africa's tech ecosystem, I bring a proven track record in driving innovation and impact across Blockchain growth, community building, and ecosystem partnerships. With cross-functional experience across multiple projects and firms, I merge technical expertise with strategic business insight to deliver results. My core strengths include forging strategic partnerships, scaling communities, and evaluating products that meet user needs and anticipate emerging trends. I take a hands-on, forward-thinking approach rooted in leadership, strategic planning, market research, and relationship management.

Work Experience

2023 - 2025 Project Manager

ICP HUB Kenya

- Spearheaded strategic partnerships with key Blockchain ecosystem players (including L1 and L2 protocols, dev communities, and crypto organizations) to grow grassroots adoption and developer activity in Kenya's emerging Web3 scene.
- Successfully led cross-ecosystem collaborations, resulting in increased visibility, joint developer events, and accelerated onboarding of local talent into ICP ecosystem.
- I led a dynamic community of over 10,000 Tech and Blockchain enthusiasts, driving engagement through mentorship, events, and hands-on learning.
- I successfully planned and executed 30+ hackathons, directly supporting the growth of over 5,000 developers in their technical and career journeys.
- I organized and executed 10+ university tech events, bringing together 5,000+ attendees to explore emerging technologies.
- I have been featured as a speaker at key industry events and on national television, advocating for opportunities for women in tech.
- I actively champion diversity in tech, supporting women-led initiatives that push for greater representation in the industry.

2020 - 2023 Web3 Front End Web Developer

Freelancer

- Collaborating effectively with cross-functional teams, including designers and back-end developers, to deliver high-quality, user-centered solutions.
- Developing responsive and visually appealing interfaces that enhance the user experience.
- Staying updated by learning the latest developments in Blockchain and front-end technology, continuously improving my skills to meet changing project needs.
- Participating in Blockchain-based events by planning, attending, and also giving insights about the Blockchain technology.

- Working closely with the IT personnel to come up with new systems that digitized most of our products and work processes leading to a 40% increase in market coverage.
- Supported in setting up a marketing system and used it to lead a team of 60 affiliate marketers in generating more revenues, leading to a 20% increase in revenue in 3months.
- Participated and actively engaged in strategy meetings with the top management to develop short-term and long-term sales objectives and strategic plans to meet market needs.

- Meeting with clients on a case-to-case basis to strengthen relationships follow up on previous sales calls, and introduce new ways of working together. This led to a 75% increase in the number of monthly inquiries received from clients
- Assessing market conditions and identifying current and prospective sales opportunities by contacting prospective customers to introduce and promote products, attending trade shows, making direct phone calls, and sending direct emails to clients.
- Assisting and providing technical support to the delivery team by handling shipments resulting in a 50% increase in efficient and timely order delivery to clients.

Education and Certifications

Crypto School (Crypto Banter) – August 2022 – September 2022

Understanding Crypto Trading and Fundamentals

Africa Blockchain Centre – Oct 2022 – 2023

Blockchain, and Smart Contract Online Course

Binance – Feb 2021 – March 2021

Blockchain Development

Kiriri Women's University of Science and Technology - August 2015 – August 2018

Bachelor of Business Administration

Graduated with 2nd Class Honors Upper Division

Hobbies

Yoga | Cycling | Volunteering | Reading | Hiking | Dancing | Networking.

Personal details

Languages Proficiency: English (Fluent), French (Basics), Swahili (Fluent)