

# CARLETTE CHEPNGENO

MARKETING | COMMUNICATION | SALES

## CONTACTS

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Kenya, Nairobi, 73400- 00200

## EDUCATION

Bachelor of Business Management, Moi  
University- 2011

## SKILLS

- Market Research & Development
- Brand Development
- Business Development
- Recruitment, Hiring & Training
- Graphic designing

## REFERENCES

Esther Altorfer

Sistema.bio

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Dr. Jackson Wandera

SNV

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Dr. Nicola Greene

OPERO Services

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## WORK EXPERIENCE

### Marketing Consultant

#### OPERO Services April 2021 - Present

- Brand strategy development.
- Proposal writing for grant applications.
- Development of company templates and pitch decks.
- Social media management.

#### Ugavi Africa June 2020 – February 2021

- Undertook market research on digitizing logistics services in Africa.
- Developed a marketing strategy and implementation plan to launch Ugavi App.
- Identified and engaged strategic partners.

### Talent & Culture Manager

#### Sistema.bio March 2019 - May 2020

- Championed Sistema.bio's mission, vision and values across the company to drive a highly motivated and high-performing team.
- Developed the annual hiring plans in collaboration with the department heads.
- Supported all the hiring managers in undertaking recruitment processes including job description development, interview processes, onboarding, performance management etc.
- Developed and administered bi-annual employee's pulse survey and shared insights with relevant parties.
- Shared insights from HR analytics with Line Managers and provided clear recommendations for improvement.
- Managed compensation and benefits processes for all employees.
- Developed succession planning to ensure internal employee growth.
- Developed and implemented the HR policies, onboarding program, performance management system and training & development program appropriate to the employee's needs.

### Marketing & Communications Manager

#### Sistema.bio March 2017 - February 2019

- Conducted market research to understand the biogas marketplace in Kenya and to build compelling content for different audiences/ media including B2C & B2B sales, social media, website, newsletter, press release etc.
- Developed and implemented the marketing & communications strategy for Kenya including the social media strategy.
- Designed & produced marketing materials for all the market segments in collaboration with partners.
- Engaged photographers, videographers and designers to produce content and graphics for different media.
- Managed client's content on the Kiva website to ensure 100% of loans are fully financed.
- Managed all internal communication activities at the country and global levels.
- Supported all teams to develop appropriate communication content for different contexts/ media.
- Contributed in development and management of the annual strategic initiatives
- Developed and managed the annual marketing & communications budget.

## **Marketing & Branding Specialist**

### **The Brandling, Nairobi April 2016 - February 2017**

- Planned and facilitated brand development workshops.
- Developed marketing strategies for the company's clients.
- Supported clients to structure and undertake market research.
- Designed marketing materials for clients.
- Undertook client's activity analysis and provided reports.

## **Assistant Marketing Manager**

### **Sanergy & Freshlife Initiative, Nairobi Apr 2015 - Mar 2016**

- Implemented marketing strategy to increase usage of all Fresh Life Toilets.
- Hosted stakeholder meetings on a monthly basis to gather insights towards improving marketing strategies and campaigns.
- Developed toilet user recruitment and retention strategies to ensure sustained toilet usage.
- Undertook data analysis to understand the brand awareness and toilet usage trends across Fresh Life network.
- Developed and shared weekly and monthly reports to partners and selected stakeholders.
- Managed work plans and budgets for consumer marketing activities.

## **Program Assistant**

### **SNV October 2013 - March 2015**

- Developed SAFI latrine designs as an alternative improved latrine option for rural households in Africa.
- Developed and piloted a business model for commercializing latrines in rural areas.
- Managed work-plans and budgets for the target Counties in Kenya; Isiolo Central, Nambale and Kieni East.
- Trained business enterprises and other stakeholders on the production of SAFI latrines in Kenya, South Sudan and Mozambique.
- Developed marketing materials for SAFI latrines including booklets, brochures and posters.
- Facilitated marketing activities and knowledge sharing workshops with stakeholders.

## **PROFESSIONAL EXPERIENCE**

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### **Young Africa Leaders Initiative (YALI)**

#### **October 2016 - December 2017**

Program learning areas included leadership foundation, design thinking, design driven entrepreneurship, This Is Africa and 7 habits of highly effective people.