

# Martin Mugo Muiga

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## Personal statement

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A conscientious and professional market researcher with extensive experience in research. I am crafted in intelligence and creative power. Data-driven researcher with experience in both qualitative and quantitative methodologies. Strong skills in data analysis, trend identification, and customer insights. Passionate about using data to understand human behavior and drive business success.

## Key Skills

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- Exceptional research skills
- Analytical nature
- Key problem solver
- Creative thinker
- Powerful decision-making expertise
- Proficiency in all areas of Microsoft Office, including Access, Excel, Word and PowerPoint
- Excellent communication skills, both written and verbal
- Strong communicator
- Organized

## Employment History

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### Sales Representative, Wekeza Marketing Limited

*(April 2022 – January 2023t)*

Achievements and responsibilities

- Manage client and organization relationships
- Registering clients into the organization's platform
- Processing forms, orders and applications requested by the clients
- Make calls to potential customers
- Providing customers with organizations product information
- Completing all call logs and managing the CRM
- Identifying and escalating high priority issues and reporting to the high-level personnel

## **Market Research Associate, Transform Research Africa, Nairobi**

*(January 2017 – April 2022)*

Achievements and responsibilities:

- Directed and oversaw interviews, focus groups on research respondents.
- Advise clients on pricing strategies, product choices and consumer trends
- Devise survey protocols, focus group procedures and mailers
- Data entry and analysis
- Give input on marketing strategies based on extensive consumer and market information
- Research clients, markets and competitors to better design effective studies
- Devised and implemented a new filing and indexing system for files, resulting in greater ease of access and a more time-efficient process.
- Presented findings to the marketing team and made recommendations for changes to the marketing strategy.
- Assessed new products for potential sales appeal by conducting test markets

## **Front of House Receptionist, Transform Research Africa, Nairobi**

*(February 2015 – December 2016)*

Achievements and responsibilities:

- Presenting a professional and friendly first impression of the firm to all visitors and clients
- Managing incoming phone calls and mail

- Organising stationery orders and liaising with suppliers to meet business requests
- Replenishing and restocking the bar, always ensuring high level of stock management efficiency
- Assisted in research data entry

## **Volunteer, Horec Childrens home, Machakos**

*(March 2016– December 2016)*

Achievements and responsibilities:

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- Brand ambassador
- Photography and videography
- Community outreach
- Mentorship and discipleship
- Social media management

## **Education**

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### **Pan Africa Christian University**

*(September 2018 – present)*

Bachelor in Communication

- Major-Development communication
- Minor-Public Relations

### **St Pauls University**

*(September 2016– October 2017)*

Diploma in Communication

## **Volunteer Experience**

- 2020- Present – Deliverance Rehoboth Springs – Sunday School teacher
- 2017-2018 – Landlaby Kenya LTD – Event coverage (Photography, videography)
- 2016-2017 – Horec Childrens home –Ambassador

## **Achievements**

- 2019 – Completed YALI training courses on leadership, digital communication, marketing and sustainable development
- 2018 – Completed a discipleship program in Yaounde, Cameroon
- 2016 –2017 – Mr St Pauls University
- 2016 – Award winning photo by PEPFAR (Presidents Emergency Fund for Aids Relief)
- 2016 -I was serving as a vision bearer & team leader of SIMAMA NA MIKE Campaign that supported a needy student living with disability. I led a team in Crowd Fundraising, mobilization of students & the community, Social Media Campaigns & strategic planning

## **References**

Daniel Gikonyo C.E.O Transform Research Africa	Joseph Kariuki Clerk Parliament of Kenya	Mr. Maurice Otsieno Senior Lecturer
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