Georgina Oduol

IT & BUSINESS ENTHUSIAST

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Profile

Results-driven data analytics professional with a proven track record of driving data-driven insights and solutions to optimize business performance. Seeking a challenging role at a growing organization to leverage my expertise in data analysis, machine learning, and statistical modeling to deliver actionable intelligence and contribute to the company's success. Proven track record of leveraging data-driven insights to enhance decision-making processes and drive business growth. Adept at translating complex data into actionable strategies, optimizing product performance, and delivering successful projects on time and within budget. Strong analytical skills, combined with exceptional communication and leadership abilities, make me an asset for organizations seeking to maximize their data's potential and achieve their business objectives.

Skills

- SQL
- ALTERYX
- PYTHON
- TABLEAU
- POWER BI
- SSMS
- DATABASE
- AI & ML
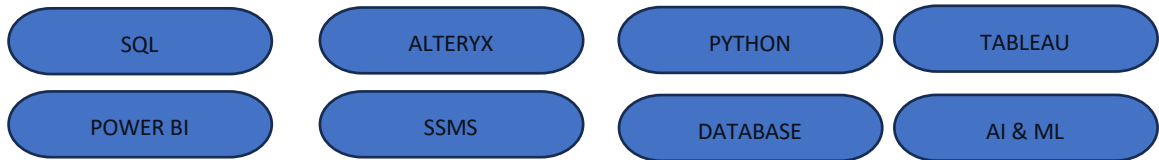
Education

- **Graduate Degree**: MASTER OF COMMERCE, Strathmore Business School (SBS):

Specialized in **International Business Management**

- **Undergraduate Degree:** BACHELOR OF BUSINESS INFORMATION TECHNOLOGY, Strathmore University:

Specialized in **Computer Systems Networking and Telecommunications**

Employment History

⇒ **Data Analytics & Digital Transformation Officer, Kenya Revenue Authority, KRA** *(July 2022 - Present)*

· Developed predictive models to optimize marketing campaigns, resulting in a 20% increase in customer acquisition and retention.
· Collaborated with cross-functional teams to identify key business problems and formulate data-driven solutions.
· Designed and implemented statistical experiments to test hypotheses and drive data-based decision-making.
· Conducted exploratory data analysis to identify patterns, trends, and anomalies, leading to process improvements and cost savings.
· Built machine learning models to automate processes, reducing manual effort by 30% and improving accuracy.
· Deployed natural language processing models to analyze customer feedback and extract meaningful insights for product improvement.
· Presented findings and recommendations to executives and non-technical stakeholders clearly and concisely.

- Stay up to date with the latest industry trends and advancements in data science through continuous learning and professional development
- Provided the management with a dashboard that searched across multiple transactional data sources to see information relevant to the Authority.
- Elicited requirements related to the payment system and translated them into technical options and solutions that meet stakeholders' needs.
- Created documentation in Confluence and updated status in Jira.
- Conducted Gap Analysis to show the current and proposed functionalities of the system.
- Possessed the ability to plan and coordinate testing phases including creating and executing Test Scripts/Test Cases and conducting User Acceptance Testing.
- Developed Business Requirement Document (BRD), and various documents associated with the design phase – Software Designed Document (SDD), Traceability Document, User Acceptance Testing (UAT), and Use Cases.
- Managed the entire ETL process, involving the access, manipulation, analysis, interpretation, and presentation of information from both internal and secondary data sources to customers in the source area.
- Promoted the company's existing brands and introduced products to the market.
- Maintained relationships with important clients by making regular visits, understanding their needs, and anticipating new marketing opportunities.
- Converted complex data from multiple sources into meaningful and easy-to-understand formats for various stakeholders.
- Managed end-to-end complex data migration, conversion, and data modeling (using Alteryx, SQL), and created a visualization using Tableau and PowerBi to develop high-quality dashboards.
- Maintained a Traceability Matrix for the current business processes and proposed changes.
- Collaborated on the advancement of BUCs and SUCs developments to elevate the user interface (UI) and user experience (UX) for taxpayers utilizing digital platforms.
- Engaged in stakeholder sensitization efforts and actively participated in assessing the compatibility of eTIMS and TIMS integration and usability across diverse platforms
- Offered specialized subject matter expertise on Tax Code (VAT Act 2013), specifically focusing on inventory management systems, sales procedures, credit notes, and the intricacies of imports and exports.
- Completed a certificate program, demonstrating a comprehensive comprehension of diverse tax matters encompassing income tax, international tax, VAT, and excise duty among others.

⇒ **IT Project Manager & Product Manager, Razzo Africa** *(April 2019- August 2022)*

- Integration of Partner Pulse to time manage and apply task tracking methods to manage all project stages from initiation to completion of prioritized critical tasks led to a year-on-year increase of 40%
- Supported the sales team, presented and placed new products and product assortments with key partners implemented salesforce leading to an increase in revenue by 26%
- Developed designs and managed 6+ project teams by coordinating with the presales teams to develop a preliminary budget and monitor expenditures accordingly.
- Worked with Senior PM to define project goals and establish a plan and timeline to achieve company-specific, and necessary deliverables conducting quarterly business plans & reviews onboarding an average of 20 resellers against a target of 12 every quarter per vendor.
- Monitored and documented the integration processes of computer software while leading multiple technological projects, giving strategic direction, and executing roadmaps from usability to business value.
- Nurtured customer-client relationships through daily reporting and associations on the company's core business through Trello, Excel, and Tableau platforms.

- Followed the standard service desk operating procedures; accurately logged all service desk tickets using the defined tracking software & CRM platform; Zendesk, and maintained company SLAs
- Configuration of active mediums of communication to allow teleconferencing of the organization on an international level Increased collaborative communication, communicating business strategy via Teams, Unify & Zoom
- Led deployment of Razzo's OpenStack cloud achieving 99.99% availability during peak retail periods and increasing the sales pipeline generating additional revenues of $1M annually
- **Reinforced**: appropriate business strategies for the formation of strategic collaborations ensuring effective change management (through ADKAR & Prosci models) while generating additional sales of $5M for the year 2021
- **Implemented:** GTM strategies to form partnerships and vendor relationships to broaden the regional footprint onboarding vendors across the region and securing 11 vendors within 8 months.

⇒ **IT Support Administrator, Multichoice Kenya** *(March 2018 – March 2019)*

- Supported the Manager in implementing short- and long-term projects for the client project.
- People Management in times of system crisis or system updates to ensure organizational productivity, and escalation management during network optimization spikes at work.
- End-user engagement in system use, knowledge, and application ensured excellent customer experience and satisfaction.
- Developed and implemented innovative processes and procedures to increase productivity, ensuring system uptime by responsive action to systems collapse, and direct troubleshooting of systems and equipment.
- Followed the standard service desk operating procedures; accurately logged all service desk tickets using the defined tracking software (CRM) and maintained company SLAs.
- Part of a team that advised customers on fundamental IT-related aspects and responded to questions from all emails and callers.
- Supported various software such as Genesys, Citrix, Clarity, and Tableau among many others.

PORTFOLIO LINK: https://georginaoduol.com/