

# Paul Muga

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## PROFESSIONAL EXPERIENCE

03/2022 – 03/2023  
Nairobi, Kenya

### **Proclive Analytics LTD**

*Economics, Markets and Business Intelligence Research and Data Analytics Lead*

#### **Research and Analytics:**

- Developing and implementing data collection systems and other strategies to optimize statistical efficiency and data quality.
- Analyzing large amounts of data to identify trends and find patterns, signals, and hidden stories within data.
- Designing data collection tools, data collection, data entry templates, data analysis, and report writing.
- Report writing: work and issue-based, periodic and ad hoc, landscape reports, etc.
- Data quality control and assurance.
- Conducting Market Surveys.
- Leveraging text, charts, and graphs to communicate technical findings in an understandable format.

#### **Business Development:**

- Bid coordination.
- proposal budget development.
- Streamlining Market Research, Analytics, and Strategy Development framework for proposal budget development and proposal development.
- Using business objects, business intelligence, and other reporting tools to extract data from data solutions and data warehouses.
- Stakeholder engagement for partnerships and Business Development.

#### **Process Management and Creation:**

- Hand-over procedures: leading the Identification of systemic issues and recommending remedial measures and proactive action.
- Developing performance management plans for the projects at hand and coordinating assessments
- ROI tracking, evaluation, and reporting.
- Managing payroll/benefits administration costs by negotiating pricing and fees while ensuring the continuation and enhancements of services.
- Vetting performance contracts, and annual work plans.

04/2018 – 01/2020  
Nairobi, Kenya

### **Reelforge Systems LTD (Now ReelAnalytics)**

*Data Analyst*

- Helping develop reports and analysis.
- Managing and designing the reporting environment, including data sources, security, and metadata.
- Supporting the data warehouse in identifying and revising reporting requirements.
- Generating reports from single or multiple systems.
- Troubleshooting the reporting database environment and reports.
- Evaluating changes and updates to source production systems.
- Media Data Analyst and Researcher.

09/2017 – 08/2019  
Nairobi, Kenya

### **TilData Technologies**

*Market Researcher and Analyst*

- Developed strong communication and organizational skills through working on group projects.
- Implemented product development and marketing strategies.
- Completed paperwork, recognizing discrepancies and promptly addressing them for resolution.
- Worked well in a team setting, providing support and guidance.
- Developed and implemented creative solutions to complex problems.
- Market research and analytics
- Data quality control and management
- Query management
- Record management

05/2013 – 10/2018  
Nairobi, Kenya

### **Benetse Travel House**

*Business Executive*

- Sourcing vehicles for hire and sub-hire.
- Overseeing contract obligations between vehicle owners and the company, and between the company and clients.
- Fleet management and logistical support.
- Business development.
- Logistics planning and design.
- Conducting any other duties as assigned by my supervisor

10/2016 – 02/2017  
Nairobi, Kenya

### **National Construction Authority (NCA)**

*Rapid Returns Initiative (RRI) officer*

- Data quality control and management
- Vetting construction sites for compliance to set regulations (safety, documentation, quality assurance) resulting in improved compliance.
- Enrolled construction site workers and supervisors for NCA training and accreditation that resulted in increased technical know-how and professionalism.
- Conducting any other duties as assigned by my supervisor

08/2016 – 08/2016  
Nairobi, Kenya

### **United Nations Volunteer**

*United Nations Volunteer (UNV)*

- Liaison between the Ministry of Foreign Affairs Kenya and the UN during the TICAD 6 Conference.
- Transport and Logistics liaison- welcoming delegates at the Jomo Kenyatta International Airport and coordinating their transportation and accommodation, while also receiving any queries and complaints that improved services and conference experience.
- TICAD 6 conference Liaison under UNV and attached to the Ministry of Foreign Affairs Kenya.
- Conducting any other duties as assigned by my supervisor

05/2016 – 08/2016  
Nairobi, Kenya

### **Ministry of Foreign Affairs Kenya-Central Planning and Project Monitoring Division (CPPMD)**

*Intern*

- Vetted annual work plans and performance contracts of officers in the Ministry's foreign missions and divisions that optimized the CPPMD's core functions.
- Attending meetings and writing minutes on the behalf of the division's director, including the TICAD 6 secretariat.
- I was involved in the high-level meetings of the transport and logistics teams for the successful UNCTAD 14 and TICAD 6 secretariats.
- I was involved in drafting the division's strategic plan for 2018-2022.

- Conducting any other duties as assigned by my supervisor

05/2012 – 11/2013  
Nairobi, Kenya

**AdMedia Communications LTd**

*Business Executive*

- Business operations executive, resulting in consistent performance and growth of the organization
- Events Planning.

05/2011 – 05/2011  
Kakamega, Kenya

**Interim Independent Electoral Commission (IIEC)**

*Polling Clerk*

- Successfully conducted the 2011 by-election of Ikolomani constituency that resulted in the reelection of the incumbent member of parliament.

 **EDUCATION**

08/2010 – 07/2015  
Kenya

**Bachelor of Economics and Statistics**

*Kenyatta University*

Policy formulation and Oversight of Economic Data and Decisions  
Econometrics  
Monitoring and Evaluation  
Data Analysis

02/2010 – 07/2010  
Kenya

**Computer systems application and development**

*Pulp College of Accountancy and Computer Studies*

02/2006 – 11/2009  
Kenya

**Kenya Certificate of Secondary Education**

*St. Mary's School, Yala*  
Secondary Education

 **SKILLS**

**Microsoft Office (Word, Excel, PowerPoint), Adobe Acrobat** ● ● ● ● ●

**Business Development** ● ● ● ● ●

**Creativity and Innovativeness** ● ● ● ● ●

**Multi-Domain Knowledge** ● ● ● ● ●  
Working market information of various various industries: media and advertisement, real estate, government etc

**Communication Skills** ● ● ● ● ●

**Creating Dashboards and Reports** ● ● ● ● ●  
Building dashboards and reports to give others access to important data by removing technical barriers.

**Data Analysis and Exploration** ● ● ● ● ●  
Taking a business question or a need and analyzing relevant data to develop an answer to that question.

**Data Cleaning and Preparation** ● ● ● ● ●  
Retrieving data from one or more sources and prepare it for numerical and categorical analysis.

**Stakeholder Engagement** ● ● ● ● ●  
Multilevel and multicultural engagement

**Customer Success Platforms** ● ● ● ● ●

**Data visualization** ● ● ● ● ●  
Creating clean, visually compelling charts.

## LANGUAGES

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- English
- Kiswahili

## CERTIFICATES

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**Sales Challenge Best Performer  
for The Real Estate Group  
(Reelforge Systems Ltd)**  
2019

**Certificate of Attendance:  
Induction Training in The  
National Construction Week**  
2016

**CERTIFICATE OF VOLUNTARY  
SERVICE (UNV, TICAD 6)**  
2016

## INTERESTS

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**Sports (Rugby).**  
Former Player

**Global Affairs/ Economics**

**Book Reading**

**Welfare Advocacy**