



TERRY OJIAMBO

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EDUCATION

Stanford Seed Program
Stanford University | Ongoing

Master of Arts in Communication
Daystar University | 2023

**Bachelor of Arts in Communication
& Public Relations**
Daystar University

SKILLS

- Marketing Strategy
- Commercial Growth
- Brand Management
- Revenue Generation
- Market Expansion
- Customer Acquisition
- Demand Generation
- Corporate Communications
- Brand Positioning
- Digital Transformation
- Marketing Analytics
- Growth Marketing
- Lifecycle Marketing
- Performance Marketing
- Market Intelligence
- Consumer Insights
- Campaign Management
- Conversion Optimisation
- Channel Marketing
- Trade Marketing
- Marketing Operations
- Customer Retention
- Budget Management
- Portfolio Management
- Partnership Development
- Reputation Management
- Stakeholder Engagement
- Data Visualisation
- Executive Communications
- Market Research

EXECUTIVE PROFILE

Strategic marketing, communications and commercial growth executive with 18+ years of experience driving brand transformation, revenue growth, customer acquisition and market expansion across Africa and international markets. Developed a track record of aligning integrated marketing strategies, corporate communications, digital innovation and customer engagement programmes with business objectives across education, real estate, FMCG, retail and corporate services sectors. Delivered measurable commercial impact through revenue acceleration, customer retention initiatives and regional expansion programmes, including projects that increased revenue by up to 35%, improved conversion performance by 40% and strengthened brand awareness by more than 30% across multiple markets. Recognised for building data-driven marketing functions, enhancing organisational visibility and translating market intelligence into sustainable business growth. Seeking to apply expertise in commercial marketing leadership and business transformation to a Fractional CMO or Strategic Marketing Consultant role requiring proven success in market expansion and revenue growth across complex, multi-market environments.

WORK EXPERIENCE

Director of Marketing & Admissions | Moringa School | Nairobi, Kenya | Jan 2025 – Present

Key Responsibilities:

- Directed enterprise-wide marketing, admissions and communications strategies that increased programme revenue by 25–35% across core business units.
- Developed lifecycle marketing frameworks that reduced enquiry-to-enrolment attrition by 30% while improving conversion rates by 40%.
- Established centralised marketing analytics systems that improved ROI visibility and accelerated executive decision-making across departments.
- Integrated admissions, product and marketing functions to strengthen commercial alignment and improve organisational performance.
- Implemented performance management frameworks that enhanced operational efficiency and supported scalable growth objectives.
- Expanded institutional visibility through executive communications, stakeholder partnerships and strategic brand-building initiatives.
- Coordinated distributed teams through digital collaboration platforms, maintaining campaign consistency and execution effectiveness across remote workflows.

Head of Marketing & Communications | Kibo Africa Ltd. | Nairobi, Kenya | Mar 2018 – Dec 2024

Key Responsibilities:

- Led regional marketing, communications and brand strategies across multiple African markets, aligning growth initiatives with long-term commercial objectives.
- Executed a brand repositioning programme that increased brand awareness by more than 30% across priority markets.
- Reduced customer acquisition costs by over 25% through audience segmentation, channel optimisation and integrated campaign execution.
- Improved customer retention by 15–25% through lifecycle marketing programmes and enhanced consumer engagement strategies.

- Introduced marketing analytics and reporting frameworks that strengthened budget allocation decisions and campaign effectiveness.
- Enhanced corporate reputation through executive communications, stakeholder engagement and thought leadership programmes across regional markets.
- Managed geographically dispersed teams and agency partners through virtual collaboration models that ensured consistent delivery across multiple countries.

Marketing & Sales Lead – Africa Region | DAMAC Properties | Dubai, UAE | Jun 2014 – Dec 2017

Key Responsibilities:

- Designed regional go-to-market strategies that strengthened market penetration across Kenya, Nigeria, Ghana and South Africa.
- Increased qualified investor enquiries by 30% through targeted campaigns, audience segmentation and strategic brand positioning.
- Conducted market intelligence programmes that improved regional prioritisation and investment targeting decisions.
- Aligned marketing and sales activities to improve pipeline velocity and strengthen lead conversion performance.
- Cultivated strategic partnerships with investors, industry stakeholders and business leaders to expand market opportunities.
- Delivered integrated communications, events and brand activation initiatives that elevated regional visibility and credibility.
- Facilitated collaboration across regional teams using virtual engagement frameworks that supported cross-border expansion initiatives.

OTHER EXPERIENCES

- **Business Unit Manager** | Neo Marketing Kenya | Nairobi, Kenya | Jan 2012 – Jun 2014
- **Account Manager** | Media Edge Interactive Kenya | Nairobi, Kenya | Oct 2007 – Dec 2011

TRAINING & CERTIFICATIONS

- **Professional Diploma in Marketing** | Chartered Institute of Marketing (CIM)
- **Certified Digital Marketing Professional** | Google & HubSpot Academy
- **Certified Professional Sales Training** | Adam Smith International

MEMBERSHIPS

- **Member** | American Chamber of Commerce, Kenya
- **Member** | Kenya Private Sector Alliance (KEPSA)
- **Member** | Marketing Society of Kenya
- **Member** | Public Relations Society of Kenya (PRSK)
- **Member** | The Chartered Institute of Marketing

TOOLS

HubSpot, Salesforce, Marketo, Google Analytics 4, Tableau, SEMrush, Google Ads, LinkedIn Campaign Manager, Meta Business Suite, Monday.com, Asana, Slack, Notion AI, Adobe Creative Suite, Canva, ChatGPT, Claude, Gemini, Jasper AI, Copy.ai, Perplexity AI, Microsoft Copilot, Grammarly, Salesloft, Gong, Looker Studio, Clay.

LANGUAGES

- English - Fluent
- Swahili - Native

REFEREES

AVAILABLE UPON REQUEST