WESLENE ORWOBA

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SKILLS

Agency Leadership & Business Strategy
Set strategic direction, develop business plans and translate organisational objectives into actionable growth strategies, performance targets and execution priorities.

Business Development & Revenue Growth
Identify new business opportunities, develop commercial propositions, acquire clients and strengthen existing accounts to drive revenue growth and long-term business sustainability.

Client Relationship & Account Management
Build trusted client relationships, understand business needs, develop tailored marketing solutions and maintain alignment between client expectations, strategic recommendations and delivery.

Brand Strategy & Creative Direction
Lead brand-building initiatives, positioning, proposition development and integrated campaigns, aligning strategic thinking and creative execution with client objectives.

Integrated Marketing & Digital Strategy
Develop integrated marketing solutions across digital, social media, ATL, BTL, content, experiential and other communication channels to

PROFESSIONAL SUMMARY

Marketing and Commercial Leader with 14+ years of experience driving business growth, developing brands, leading multidisciplinary teams and delivering integrated marketing solutions across Africa. I bring a combination of corporate marketing leadership, agency management, business development and strategic consulting experience across FMCG, telecommunications, fintech, media, entertainment and real estate.
I translate business objectives into actionable strategies that strengthen brand positioning, accelerate customer acquisition, grow revenue and improve marketing effectiveness. I founded and led The Business Strategy Agency, directing brand-building engagements for clients including Sol Generation, Alabastron Network and Enkavilla Real Estate. Currently, I serve as a Marketing Strategy Consultant at Ardy Marketing, contributing to business development, client acquisition, growth strategy and strategic advisory.
Throughout my career at Coca-Cola, Safaricom, M-GURUSH and other organisations, I have led marketing and brand growth initiatives that delivered measurable results, including double-digit market share growth, over one million annual customer acquisitions, a 10% increase in mobile money platform usage, and successful brand and product launches. I combine strategic thinking with hands-on execution, commercial acumen and stakeholder management to align creative, digital, commercial and operational teams around shared business objectives.
I am passionate about building high-performing teams, developing strong client partnerships and creating environments where strategic thinking, creativity and disciplined execution translate into sustainable business growth.

EXPERIENCE

MARKETING STRATEGY CONSULTANT

Ardy Marketing
Nairobi
August 2026 - Current

Ardy Marketing is a marketing strategy and consulting business that works with organizations to translate business objectives into growth strategies, market opportunities and actionable marketing plans. Its work spans strategic marketing, brand and positioning, customer acquisition, digital and content, experiential marketing, and marketing capability development.
Serve as Marketing Strategy Consultant and strategic thought partner to Ardy Marketing's leadership and clients, contributing to the commercial engine through business development, client acquisition, growth strategy and strategic advisory. Lead strategic marketing and commercial growth engagements, identifying market opportunities, developing growth strategies and translating business objectives into actionable plans and measurable outcomes.

- Serve as a senior strategic thought partner to leadership and clients, developing annual, quarterly and campaign strategies across market penetration, customer acquisition, retention, positioning and growth.
- Contribute to business development and client acquisition, supporting pitches, developing commercial propositions and identifying opportunities to expand Ardy's client portfolio and revenue base.

strengthen brands, engage audiences and drive business results.

Commercial & Financial Management
Manage marketing investments, allocate resources effectively, optimise budgets and evaluate performance against business objectives, efficiency measures and return on investment.

Multidisciplinary Team Leadership
Lead, coordinate and develop multidisciplinary teams across strategy, creative, digital and client service, fostering collaboration, accountability, innovation and high-quality delivery.

Operational Planning & Performance Management
Translate strategic priorities into implementation plans, establish performance targets, monitor delivery and coordinate teams and partners to achieve business objectives within agreed timelines and budgets.

Strategic Partnerships & Stakeholder Management
Develop productive relationships with clients, agencies, media partners, commercial stakeholders and external organisations to unlock opportunities and deliver shared business objectives.

Market Intelligence & Business Growth Strategy
Analyse market dynamics, consumer insights, competitive activity and emerging trends to identify growth opportunities, strengthen market positioning and inform strategic decisions.

LANGUAGES

English, Advanced

Swahili, Fluent

AFFILIATIONS

Marketing Society of Kenya

- Conduct marketing audits, competitor analysis, audience profiling and customer research to identify market opportunities and growth priorities for clients.
- Develop commercially viable growth strategies and roadmaps, connecting market opportunities with clear execution priorities, investment requirements and measurable outcomes.
- Lead and coordinate implementation across creative, media, digital, account management and external partners, ensuring strategic recommendations translate into high-quality delivery.
- Establish KPIs and performance frameworks and use campaign and market data to evaluate performance, optimise investment and improve business outcomes.
- Develop marketing frameworks, service standards and strategic tools that strengthen Ardy's capability to deliver consistent value to clients.
- Provide strategic mentorship and capability building, supporting the development of marketing talent and stronger client-side marketing capabilities

SENIOR MARKETING MANAGER

The Coca Cola Company
Nairobi
July 2024 - March 2026
Lead end-to-end growth and demand creation strategy for Kenya's STILLS portfolio, translating regional brand strategy into locally optimized, consumer-centric marketing programs that drive acquisition, penetration, and revenue growth at scale.
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Key Responsibilities & Impact

- Spearheaded the “Shika Mzito” recovery strategy, reversing declining performance and delivering double-digit market share growth through insight-led positioning and integrated campaign execution.
- Own and optimize annual growth plans for Minute Maid, Keringet, and Dasani, aligning multi-million-dollar marketing investments with customer acquisition, penetration, and commercial growth priorities.
- Lead integrated ATL, BTL, retail, experiential, and digital campaigns across urban and peri-urban markets, combining mass-reach communication with precision-targeted digital amplification.
- Drive customer acquisition and conversion at scale through offline activations, retail execution, and performance-focused digital marketing initiatives.
- Partner cross-functionally with Commercial, Distribution, and Customer teams to align marketing strategies with route-to-market priorities and improve in-market execution.
- Manage agency ecosystem (creative, media, production, digital), ensuring strategic alignment, creative excellence, and strong campaign performance across channels.
- Leverage analytics, campaign dashboards, and post-campaign evaluations to optimize media mix, improve ROI, and strengthen marketing effectiveness.
- Adapt and localize global innovation pipeline launches, ensuring strong product-market fit and consumer adoption through relevant messaging and culturally resonant campaigns.
- Represent Kenya marketing in system leadership forums, influencing strategic direction and aligning stakeholders across regional and franchise

Chartered Institute of Marketing

Top Marketers Club

AWARDS

Top Student In Kenya, 2009, Chartered Institute of Marketing

structures.
- Deliver large-scale retail and experiential activation programs that strengthen brand visibility, customer engagement, and point-of-sale conversion.

BRAND MARKETING MANAGER; M-PESA AND REGULATORY

Safaricom PLC
June 2022 - June 2024
Safaricom is a growing TechCo, currently the largest telecommunications provider in Kenya and one of the most profitable companies in the East and Central Africa region.

Led growth marketing and customer acquisition strategy for key M-PESA financial products within one of Africa's largest digital ecosystems, driving large-scale adoption, engagement, and trust across mass-market and underserved consumer segments.

Key Responsibilities & Impact
- Developed and executed integrated, multi-channel growth strategies for M-PESA MALI and M-PESA Go, delivering over 1M new customer acquisitions annually.
- Drove digital-first acquisition strategies leveraging social media, influencer partnerships, targeted media buying, and performance-driven optimization to improve conversion and engagement.
- Led offline field activations and retail engagement programs targeting underserved and cash-reliant communities, strengthening customer education and financial inclusion.
- Spearheaded customer trust and fraud prevention initiatives, increasing fraud reporting rates by 180% and improving customer confidence in digital financial services.
- Delivered a national SIM Registration campaign reaching over 30M subscribers, increasing compliance from 70% to 97% through a 360° integrated marketing approach across media, digital, retail, and field channels.
- Applied customer segmentation, behavioral insights, and campaign analytics to optimize targeting, improve efficiency, and strengthen marketing ROI.
- Partnered with Product, Analytics, Commercial, and Finance teams to align marketing with product priorities, customer lifecycle strategy, and business growth objectives.
- Managed agency and partner ecosystems to ensure consistent messaging, high-quality execution, and strong delivery across all customer touchpoints.

HEAD OF MARKETING

M-GURUSH (Mobile Money)
Juba, South Sudan
January 2021 - May 2022
m-GURUSH is South Sudan's first mobile money service, offering a swift, secure, and simple way to send and receive money through the mobile phone. In 2021, the company's primary goal was to be the first-to-market in South Sudan and to grow the utilization of services.

Led the end-to-end marketing function for South Sudan's first mobile money platform, defining growth strategy, driving market entry, and scaling customer acquisition and usage within a low-infrastructure, cash-dominant economy.

Key Responsibilities & Impact

- Defined and executed the overall marketing and growth strategy for mobile money services, including cross-border transfers, local payments, merchant transactions, and utility payments.
- Designed and executed integrated campaigns across ATL, BTL, digital, and community-based activations, leveraging offline-first approaches to reach underserved and unbanked populations.
- Led go-to-market strategy for new product launches, including JEDCO electricity token payments, driving awareness, relevance, and adoption.
- Successfully increased platform usage by 10% and grew cross-border transaction volumes by 15% through targeted customer acquisition and behavior change initiatives.
- Built and led a high-performing marketing organization, managing 5 marketing leads and over 30 field representatives across multiple regions.
- Developed grassroots acquisition models leveraging local communities and field engagement to build trust and accelerate adoption in a nascent Fintech ecosystem.
- Managed lean marketing budgets with strong focus on efficiency, optimizing spend to maximize reach, engagement, and ROI.
- Partnered with Product, Commercial, and Operations teams to align marketing efforts with service expansion, customer experience, and business growth priorities.

FOUNDER AND STRATEGY LEAD

The Business Strategy Agency
Nairobi
July 2019 - December 2020

Founded and led an independent marketing and brand strategy agency, providing strategic direction and brand-building support to clients across entertainment, real estate, manufacturing and professional services. Led a multidisciplinary team spanning strategy, creative, digital and client service, translating business objectives into brand strategies and integrated marketing initiatives.

Key Responsibilities & Impact

- **Brand Strategy & Development:** Led the brand-building process for Sol Generation, the Kenyan record label founded by members of Sauti Sol, establishing the strategic foundations for brand positioning, audience engagement and growth.
- **Digital & Audience Development:** Initiated and developed Sol Generation's digital and social media presence during the COVID-19 period, strengthening its ability to connect with audiences and build its brand in an increasingly digital-first environment.
- **Agency & Team Leadership:** Provided strategic leadership to a multidisciplinary team comprising Creative, Client Service and Digital leads, ensuring alignment between brand strategy, creative development and digital execution.
- **Client & Account Management:** Managed client relationships and strategic delivery across three client engagements: Sol Generation,

Alabastron Network and Enkavilla Real Estate.

- **Integrated Marketing Strategy:** Translated client business objectives into actionable brand-building and marketing initiatives, coordinating specialist teams to deliver work aligned with client needs.
- **Strategic Direction & Execution:** Owned overall strategy and guided the team from strategic planning through creative development and digital implementation, maintaining alignment between the intended brand positioning and its execution.
- **Brand Marketing Management Services**: During this time, I also held short term term contracts as Marketing Manager Enkavilla Properties (2019) and Brand Manager Kenafric Industries Limited (2021)

BRAND MANAGER - SOKO BRANDS

Capwell Industries Limited
Kenya
August 2018 - June 2019
Capwell Industries Limited is one of Kenya's most diversified food processing enterprises. The main goal in this season was to fully utilize the newly built $10Million wheat flour plant.
Led the end-to-end go-to-market strategy and growth execution for Soko Home Baking Flour, driving rapid market entry, customer acquisition, and sustained brand performance within a highly competitive FMCG category.

Key Responsibilities & Impact:

- Defined and executed the go-to-market strategy for Soko Home Baking Flour, driving rapid brand awareness, trial, and adoption across multiple consumer segments.
- Led integrated, multi-channel marketing campaigns across ATL, BTL, digital, and experiential platforms, ensuring consistent and high-impact brand presence across all consumer touchpoints.
- Delivered a high-impact product launch, achieving 6% market share within the first four months, establishing the brand as a strong competitor in a crowded category.
- Partnered closely with commercial, distribution, and operations teams to align marketing with route-to-market execution, ensuring strong availability and in-store visibility.
- Enabled full utilization of a newly commissioned milling plant (250 tonnes daily capacity) through effective demand generation and sustained consumer uptake.
- Optimized marketing investments, delivering a 30% reduction in communication costs while maintaining strong reach, engagement, and campaign effectiveness.
- Leveraged consumer insights and performance data to refine messaging, improve targeting, and enhance campaign efficiency across channels.

MARKETING & COMMUNICATIONS MANAGER

BURN Manufacturing USA, LLC
November 2016 - July 2018
BURN is sub-Saharan Africa's only vertically integrated modern cookstove company. The solar-powered facility currently has a capacity of 250,000 stoves per month and employs over 1,000 people, 50% of whom are women. The main goal in this season was to increase sales through streamlined marketing activities.

Built and led the marketing function for a high-growth social enterprise, driving customer acquisition, revenue growth, and product adoption among mass-market, price-sensitive consumers across Kenya.

Key Responsibilities & Impact:

- Designed and executed highly targeted, segmentation-driven marketing strategies, focusing on customer acquisition and behavior change among underserved and off-grid communities.
- Led multi-channel campaigns across community activations, retail, and digital platforms, leveraging offline-first approaches to reach low-income and cash-based consumers.
- Delivered exceptional growth performance, selling over 100,000 cookstoves in one year, representing a 200% increase compared to previous periods.
- Drove consistent quarterly growth of 30%+, through structured campaign planning, performance tracking, and continuous optimization of marketing activities.
- Built and scaled the marketing function from inception, growing the team from 2 to a fully structured department, including senior leadership, aligned to business growth objectives.
- Managed and optimized lean marketing budgets, prioritizing high-impact channels and maximizing return on investment in a resource-constrained environment.
- Developed community-based acquisition models, leveraging grassroots engagement and localized messaging to drive trust, awareness, and sustained product adoption.
- Led and mentored a high-performing team of 6, establishing clear processes, accountability frameworks, and execution excellence across all marketing initiatives.

LEAD, MARKETING COMMUNICATION

BIDCO Africa Limited

December 2014 - November 2016

BIDCO Africa Limited is the largest and fastest growing manufacturer of vegetable oils, fats, margarine, soaps, and detergents in East and Central Africa.

Led integrated marketing communications strategy and execution across multiple product categories, driving brand growth, customer engagement, and revenue performance in a highly competitive FMCG environment.

Key Responsibilities & Impact:

- Led the end-to-end launch strategy for Gental Care Fabric Softener, delivering a 30% increase in sales, driven by a fully integrated campaign across ATL, BTL, digital, and retail channels.
- Designed and executed 360° marketing campaigns, combining mass media, digital platforms, and on-ground activations to maximize reach, engagement, and conversion.
- Spearheaded the ‘I Am Happy Healthy Living Movement', Kenya's first large-scale crowdsourced marketing campaign, leveraging digital platforms to drive youth engagement and brand participation.
- Delivered high-impact consumer engagement strategies, integrating content, media, and experiential elements to strengthen brand relevance and connection with target audiences.

- Collaborated with cross-functional teams and external partners to ensure consistent execution and alignment with business and brand objectives.
- Managed agency relationships and campaign execution to deliver high-quality outputs within budget and timelines.

COMMUNICATION AND ADVERTISING OFFICER - GROUP MEDIA BUYER AND PLANNER

Equity Bank Group
September 2013 - November 2014
Equity Bank is the largest financial services provider in East Africa Region.
Executed integrated marketing and media strategies for financial products within one of East Africa's largest financial services institutions, supporting customer acquisition, product adoption, and brand visibility at scale.

Key Responsibilities & Impact:

- Led the 360° marketing campaign for Equity Auto Branch MasterCard, driving rapid product awareness and adoption, achieving 60% of target within the first three months ahead of full rollout of experiential sales activities.
- Designed and executed integrated, multi-channel campaigns across ATL, digital, and on-ground activations, ensuring strong reach, engagement, and conversion for financial products.
- Played a key role in driving early-stage adoption of card-based financial services, supporting the shift from cash to digital payments through targeted marketing and awareness initiatives.
- Delivered highly efficient media planning and buying, reducing campaign spend by 40% for the 'Wings to Fly' program while significantly increasing media value and reach.
- Optimized media investment through data-driven planning, negotiation, and channel selection, ensuring maximum impact within constrained budgets.
- Collaborated with internal stakeholders and external media partners to ensure consistent execution, strong messaging, and alignment with business objectives.

BUSINESS DEVELOPMENT EXECUTIVE

Royal Media Services Limited
September 2010 - August 2013
Royal Media Services Group is largest media house in Kenya and home to the most popular television and radio channels.
Drove revenue growth and strategic partnerships within Kenya's largest media house, developing client-focused advertising solutions and building strong commercial relationships across multiple industries.

Key Responsibilities & Impact:

- Identified and secured new business opportunities, successfully onboarding clients such as Dana Toothpaste, KCA University, and Kenya Institute of Management onto Royal Media's advertising platforms.
- Developed and delivered tailored advertising and media solutions that enabled clients to expand market reach, increase brand visibility, and drive revenue growth.
- Built and managed strong client relationships, acting as a trusted advisor to understand business needs and translate them into effective marketing and media strategies.

- Contributed to revenue growth through strategic account development, supporting clients such as Hass Consult, LG Mobile, and Alcatel in reaching new customer segments.
- Collaborated with internal teams to develop compelling commercial proposals and go-to-market solutions, aligning client objectives with media offerings.
- Strengthened negotiation and deal-closing capabilities, consistently converting opportunities into long-term partnerships and repeat business.

EDUCATION

MASTER OF ARTS: COMMUNICATION STUDIES

United States International University
August 2019

POSTGRADUATE DIPLOMA IN PROFESSIONAL MARKETING: MARKETING

Chartered Institute of Marketing
December 2014

PROFESSIONAL DIPLOMA IN MARKETING: MARKETING

Chartered Institute of Marketing
May 2013

BACHELOR OF COMMERCE: MARKETING

Jomo Kenyatta University of Agriculture And Technology
Nairobi
June 2010