DAVID KAMUNYU MUIRURI

P.O. BOX 7549-01000 THIKA

Cell Phone- 0721442099 • Email: david.kamunyu@gmail.com

|  |  |
| --- | --- |
| Personal Profile | **Personal information**  I am an outstanding social research analyst with over 4-years’ experience in conducting, analyzing and interpreting consumer behavior as well as market and competitive intelligence across various sectors in Kenya and East Africa region.  Area of specialties include market analysis, research techniques, consumer and industry economics |
| Core CompetencesProfessional Attributes | * Extensive experience in research studies, from start to finish. * Close familiarity with advanced statistical analysis and methods of research which include SPSS. * Proficient in MS PowerPoint, MS Word, MS Excel and online survey tools. * Team player who quickly develops effective working relationships with team members. * Detail-oriented and highly articulate. * Goal-oriented, with a high level of professionalism. * Active listener and learner. * Proficient time-management ability. * Critical thinking and problem-solving skills. * High level of personal enthusiasm and self-motivation |

|  |  |
| --- | --- |
| *Jan 2015 to Date*  *Company* *Roles* *May 2013 to Jan 2015*  *Company* *Roles*  *Dec 2009 to May 2013:*  *Company*  ***Achievements***  *Oct 2007 to Dec 2009*  *Company*  ***Achievements***: | **Professional Experience** research executiveIpos synovate  * Conducting market research and data collection in Kenya on specific market studies through trade audits, opinion polls. * Successfully delivered market research assignments political climate in Kenya, Investment Climate, fast moving consumer goods markets as well as Financial & Hospitality sectors.   **Specific roles include:**   * Working closely with research Consultants on project management, project planning and briefings. * Conducting secondary research on industry/company sources to develop appropriate research methodology and pave way for primary research. * Administering questionnaires, organizing and conducting focus groups, company research and desk research as well as gathering quantitative data to support actionable recommendations to the clients. * Liaising with project team to ensure effecting project initiation, implementation and completion. * Analyze and synthesize both qualitative and quantitative data to achieve outlined project objectives.    RESEARCH consultantDATABRIDGE RESEARCH LIMITEDPlanning, coordinating and executing assigned research projects within the agreed timelines.Track project progress periodically as well as determining research priorities.Producing insightful research reports with actionable recommendations to support and facilitate decision making.Ensured that clients’ expectations were fulfilled on all research projects for which I managed.Data interpretation, report writing and presentation to the clientsDrafting research specifications; terms of reference for research and research specifications on various market research assignmentsDesigning and development of research questionnaires and moderator guides to ensure that appropriate data was capturedIn consultation with research director, I worked on new research methodologies, managing research projects, field work, data analysis and thereafter developing research reports and presentations to clients.BUSINESS BANKERTHE CO-OPERATIVE BANK OF KENYA LTD    * Acquired, Developed and retained profitable clients for the bank. * Worked closely with the Branch Manager to maintain a high degree of customer focus * Identified and solved clients, credit and deposit needs by having regular meetings with them and offered available products. * Developed other businesses for the bank by marketing the Bank’s service capabilities. * Interviewed, analyzed and evaluated credit applicants with emphasis on risks- financial, market and particular focus on repayment risk * Networked with other sales and service manager to identify sales opportunities and share the experience as a team * Provided feedback to the head Business banking unit on the market characteristics and competitors’ activities to ensure opportunities for new customer acquisition and enhance market share in the segment is achieved. * Grew, maintained and managed a quality loan portfolio with a PAR of below 5%.  ENUMERATOR- KIENI EAST &KIENI WEST DIVISIONS **AFRICA HARVEST BIOTECH FOUNDATION INTERNATIONAL**     * Carried out baseline surveys on tree production for commercial and environmental conservation * Collected data on Trees for Energy initiatives * Created awareness on environmental matters |
|  | **Internship****KENYA HOTELS, LAKE NAIVASHA COUNTRY CLUB**  * Underwent a comprehensive in-house training on hotel operations and management practices * Gained knowledge in Food and Beverage Control and Stores, Laundry and House Keeping, Front Office Operations and Excursions (Boats)  **KENYA WILDLIFE SERVICE, ABERDARE NATIONAL PARK** Gained knowledge in Management, Conservation and Preservation of BiodiversityPROJECT COORDINATOR**NYERI MOI UNIVERSITY STUDENTS ASSOCIATION - (NYEMUSA)**Responsibilities:Coordinating and overseeing Associations projects.POLLING CLERK- MWEIGA STATIONELECTORAL COMMISSION OF KENYA (ECK)Responsibilities:Carried out the duties of a polling clerk during the year 2002 general elections **Education and training** **2003-2007: Moi University** Bachelor of Tourism Management  **2002: Partner Computer College**  Certificate in Information Technology **1998-2001:** **Endarasha High School** KSCE- Aggregate Grade B+ (Plus)  **1990-1997: Wendiga Primary School**  Aggregate Grade B+ (Plus)  **REFEREES**  Ms. Lilian Kioko,  Team Leader,  Co-operative Bank of Kenya,  Cell:0721 219140    Mr. Isaac Njehia,  Director,  Dignity Insurance Agencies,  Cell: 0722 829 910,  Mr. Ken Gakuru  Team Leader ,  Co-operative Bank of Kenya  Cell: 0723 819128 |