

Owino Anyango Jeffy

Mombasa, Kenya

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PROFILE SUMMARY

A passionate and driven professional with experience in digital business programs, MSME empowerment, and youth development. Skilled in delivering training on social entrepreneurship, digital marketing, and social commerce. Experienced in promoting digital business programs and supporting small and medium enterprises (MSMEs) to thrive in the digital economy. An ILO SIYB Certified Trainer, committed to empowering youth and communities through education, mentorship, and capacity-building initiatives.

CAREER OBJECTIVE

To leverage my expertise in digital business, social entrepreneurship, and MSME training to contribute to organizational growth while empowering individuals and communities. I aim to continue promoting digital business programs, youth development, and MSME growth through innovative solutions and impactful training.

PROFESSIONAL EXPERIENCE

2023 – Present: MSME & Youth Trainer – SIYB Africa / Nyota Project

- ❖ Delivered training and mentorship to MSMEs under the Nyota project.
- ❖ Facilitated Social Entrepreneurship Skills Development (SESD) programs.
- ❖ Supported MSMEs in adopting digital marketing strategies and social commerce practices.
- ❖ Developed digital business skills among youth and local entrepreneurs.
- ❖ Recognized as an ILO SIYB Certified Trainer for delivering high-quality MSME training.

2023 – Present: Digital Marketing & Social Media Influence

- ❖ Managed social media campaigns and content creation for small businesses.
- ❖ Trained MSMEs on social media marketing, digital branding, and online sales strategies.
- ❖ Helped businesses increase visibility, engagement, and revenue through digital platforms.

2022 – Present: Volunteer – Kujia Kenya

- ❖ Trained and empowered youth through mentorship and skill-building programs.
- ❖ Participated in community development initiatives and workshops.
- ❖ Supported local entrepreneurs with digital business and marketing skills.

EDUCATION

Bachelor's Degree in Human Resource Management

The Catholic University

High School: Sinyolo Girls High School, 2016–2019

Primary School: Kibos Prison Primary School, 2008–2015

SKILLS

- ILO SIYB Certified Trainer
- Digital Marketing & Social Media Management
- MSME Capacity Building & Training
- Youth Empowerment & Mentorship
- Social Entrepreneurship Training
- Community Development & Volunteerism
- Public Speaking & Workshop Facilitation

REFERENCES

Jeconia Onyango – 0716529882

Mr. Evander Mark – 0115749438