

Marie Madeleine M.N

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Languages: English, Kiswahili, French, Kinyarwanda

OPERATIONS & PROJECTS PROFESSIONAL

Strategic people-first Head of Operations with 6+ years leading complex, cross-functional projects across creative and technical teams. Highly skilled at managing concurrent initiatives, overseeing prioritization, budgets, resources, and executive reporting to the CEO. Translates broad strategy into clear, data-driven plans, aligns teams, manages risks and dependencies, and delivers measurable improvements in operations and business growth.

KEY COMPETENCIES

- Strategic Leadership & Team Management
- Portfolio Governance & Prioritization
- Organizational Change Management
- Operating Model & Process Design
- Data-Driven Decision Making
- ROI & Impact Measurement
- Stakeholder Alignment & Influence Without Authority
- Executive Communication & Decision Support
- Cross-Functional & Cross-Geography Coordination
- Governance & Facilitation
- Adaptive / Embedded Leadership
- Risk & Dependency Management
- Organizational Effectiveness

PROFESSIONAL EXPERIENCE

Brand Design Development Ltd - Brand2D

Head of Operations (On Site, Nairobi)

Apr 2024 - Present

- Leads a portfolio of 6–8 strategic initiatives at a time, owning prioritization, budget management, resource allocation, and executive reporting to the CEO to ensure delivery against organizational objectives.
- Leads structured project governance cadences (weekly status reviews, milestone tracking, risk forums, and steering committee updates) to align delivery execution with executive priorities and approved project baselines.
- Owns end-to-end delivery of digital and cross-functional projects (100+ to date), translating business requirements into formal project plans, schedules, resource allocations, and controlled execution frameworks across web and multilingual platforms in East Africa. This has resulted in an uplift in monthly business revenue by 160% from 2024 to date.
- Coordinates cross-functional hybrid teams of 10–20 designers, engineers, vendors, and business stakeholders across East Africa to drive planning, task execution, dependency management, and stage-gate approvals.
- Optimize project workflows, resource allocation, and capacity planning. I have successfully reduced delivery cycle time by 50% since I began while safeguarding scope, cost, and quality controls.
- Defines and tracks project performance metrics, maintaining dashboards and governance reports to monitor schedule variance, risk exposure, budget utilization, and delivery milestones.
- Serve as the central agency project lead, managing risks, issues, change requests, and cross-team dependencies to ensure controlled execution and timely project closure.

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PROFESSIONAL EXPERIENCE 'CONT

Brand Design Development Ltd - Brand2D

Jan 2020 - Mar 2024

Technical Projects Manager (Remote, Nairobi)

- Led cross-functional teams of designers, developers, and content specialists to deliver 50+ website and digital implementation projects, improving turnaround time by 50% and contributing to a 30% increase in annual revenue.
- Directed SEO strategy, performance optimization, and structured site maintenance for 30+ digital assets, achieving a 50% growth in organic traffic and securing first-page rankings for 10+ priority sites within three months.
- Leveraged user research and performance analytics (Google Analytics, heatmaps) to inform project enhancements, improve usability, and implement data-driven improvements that increased engagement and conversion rates.

Brand Design Development Ltd - Brand2D

Content Developer, SEO & Analytics Lead (Onsite, Nairobi)

Jan 2016 - Dec 2019

- Drove significant organic traffic growth (30-50%) by leading SEO strategy and website optimization for over 50 websites. Achieved top page rankings on Google for 10+ websites with relevant keywords within 3 months.
- Conducted user research to identify website usability issues and prioritized features based on user needs.
- Analyzed user behavior data from Google Analytics to inform website improvements that enhanced user experience and conversion rates.

Ardor Content

SEO Copywriter (Remote) Manilla, Philippines

Jun 2014 - Dec 2015

- Leveraged content creation and SEO best practices to develop engaging website copy for diverse clients across various industries (education, technology, etc.).
- This experience honed my ability to understand target audiences and tailor content to meet & communicate specific user needs.

EDUCATION

2025 - Present

Diploma in Counselling Psychology - Kenya
Institute of Professional Counselling

2019

MBA - Strategic Management
United States International University - Africa

2014

BSc Mathematics & Computer Science
JKUAT

CERTIFICATIONS

2023

Product Management Course, General
Assembly | Schmidt Futures

2021

Google Project Management Certification

2017

UC Davis SEO Specialization, Coursera

REFEREES

Available on request