

MICHELLE MUGO

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Portfolio: <https://michellemugo.live/>

PROFESSIONAL SUMMARY

Strategy professional operating at the intersection of business development, marketing, program design, and organizational systems. Experienced in translating institutional priorities into structured, scalable initiatives through strong partnership models and results-driven execution. Brings an analytical approach to decision-making, synthesizing research, market insights, and stakeholder needs into coherent program portfolios, marketing frameworks, and delivery models. Skilled in organizational strategy, partnership development, and program architecture, ensuring initiatives are not only launched, but resourced, governed, and positioned for long-term relevance and impact.

EDUCATION

University of Nairobi

Bachelor of Science in Statistics

Nairobi, Kenya

September, 2024

- **Final Grade:** Second Class Honours: Upper Division

PROFESSIONAL EXPERIENCE

Independent Sales, Marketing and Growth Strategy Consultant

Dar es Salaam, Tanzania

Provides strategic sales, marketing, and growth advisory to early-stage startups, helping them refine value propositions, strengthen market positioning, and accelerate traction:

- Delivered training on sales and branding and 1:1 advisory to 15 early-stage agritech founders, diagnosing sales and marketing gaps and refining value propositions under the YEFFA KilimoTech Accelerator (AGRA-supported) organized by Sahara Accelerator.

AIESEC in Tanzania

Head of Business Development, Marketing and Programs

Dar es Salaam, Tanzania

August 2024 - Present

Leads national business development and program innovation, driving partner acquisition, brand visibility, and revenue growth in support of AIESEC in Tanzania's national program portfolio:

- Redesigned the delivery models of AIESEC in Tanzania's 2026 national program cycle and secured TZS 71.5 million (~USD 27,000) in sponsorship revenue toward program execution.
- Secured 2 high-visibility PR partnerships with Tanzania Startup Week and the Tanzania Youth Emerging Awards, resulting in strengthened national brand presence and increase in qualified inbound leads.
- Moderated a session on youth as the missing middle in early-stage innovation at Tanzania Startup Week 2025, representing AIESEC in Tanzania before a delegation of 150 ecosystem players and positioning the organization within key national entrepreneurship and youth ecosystems.
- Spearheaded the Career Fair 2026 marketing campaign, driving 550,000+ B2C impressions and 8,000 registrations while executing a parallel B2B LinkedIn campaign that generated 5 qualified corporate partner leads.
- Facilitated a session on sales, branding, and growth strategy at Achievers Conference in Tanzania, equipping an East African audience of 85 youth leaders with practical insights on market positioning, customer engagement, and sustainable growth.
- Facilitated sessions on communication and digital collaboration strategies at SCORE Conference in Uganda, engaging a diverse East African audience of 55 youth through interactive presentations

AIESEC in Kenya

Expansion Coach

Nairobi, Kenya

November 2023 - May 2024

Provided strategic advisory, performance analysis, and organizational development coaching to emerging AIESEC in Kenya expansions:

- Reviewed the strategies of the incoming Executive Board of AIESEC in Kabarak, providing insights across the Finance, Talent Management and Brand and Customer Experience departments
- Designed and facilitated capacity-building spaces for AIESEC in Kabarak, contributing to improved performance tracking systems and increased alignment with national goals

Vice President Marketing- AIESEC in University of Nairobi

February 2023 - January 2024

Served in the Executive Board, leading a team of 11 toward the execution of impact-driven marketing strategies for brand and product growth:

- Generated a 27% increase in leads for volunteer and internship products through market analysis, developing strong product marketing strategy and maintaining strategic partnerships with associations in target markets
- Managed AIESEC Week, a week-long marketing drive across all University of Nairobi campuses, achieving a physical reach of 600+ students and generating 268 qualified leads for volunteer and internship products
- Led the end-to-end planning and execution of the Brand and Marketing Event 2023 focused on equipping young marketers with strategic skills in storytelling and brand building, resulting in 300+ attendees

Team Lead, Brand Marketing- AIESEC in University of Nairobi

February 2022 - January 2023

Led the Brand Marketing team in developing and executing strategies to enhance brand visibility, drive engagement, and support national campaigns through creative content, storytelling, and digital marketing initiatives:

- Strengthened the morale, development and capacity of 3 members in the Brand Marketing team
- Co-created and co-implemented the marketing plan for the Annual Stakeholders' Dinner 2023
- Conducted marketing calls and closed 2 in-kind sponsorship deals for the Brand and Marketing Event 2022

PROFESSIONAL CERTIFICATIONS

International Computer Drivers License, ICDL Africa: Microsoft Office (Excel, Powerpoint, Word, Access)

SKILLS & INTERESTS

Skills: Strategic Partnerships & Business Development, Systems Thinking and Organizational Strategy, Stakeholder Management and Cross-Sector Collaboration, Impact Strategy and Execution Frameworks

Languages: Fluent in English, Swahili (native)

Interests: Communication Psychology, Public Speaking, Art