**PROFESSIONAL** 

**SUMMARY**

**SKILLS** 

**WORK HISTORY** 

**Kennedy Shitanda Duya**



+254 722 526446 E. dusk@skyfiregroup.com

P.O. Box 2220 - 00100 Nairobi, Kenya

Solid experienced Creave Design and Business Development professional with strong leadership, and management skills. Proficient in design, corporate branding, brand management, and adversing.

Fine Art and Direcon, Creave Design, Corporate Branding, Brand Development, Re-Branding, Adversing, Markeng, Business Development and Consultancy

**CREATIVE/BUSINESS DEVELOPMENT DIRECTOR**

**Skyfire East Africa Ltd**

**Kenya, Uganda, Tanzania, Rwanda**

* **1999 - Date**
* I provide strategic leadership to manage individuals and projects as at briefing, design, producon, monitoring and quality control.
* I am a manager, creave designer, marketer, and producon expert with good entrepreneurial abilies. I have been quick to spot and tap business opportuni es for the company. This has managed to land Skyfire global and large accounts, in more than 16 countries
* I was able to put together professional teams and analysing opportunies for growth in market segments I helped set up a state of the art producon unit serving as a fabricaon, branding, fing and innovaon workshop.
* I keep track of industry adversing and media trends. The company is always a head in terms of technology and innovaon
* I Plan and implement short and long term business strategies to achieve the company’s objecves.
* I have an eye for detail and quality

**WORK HISTORY**  **M&M INTERNATIONAL**

**Nairobi, Kenya**

**Creave Designer and Business Development Manager**

**1997 - 1999**

* I helped set up a creave design agency, PR and adversing business at M&M Internaonal as a diversificaon venture.
* Through my e ort we were able to break even and get to profitability within the first one year of set up.
* I was able to provide leadership and strategic business development avenues for the company.
* I developed a state of the art design house and studio for the moment with the support of the directors

 **BUNGOMA HIGH SCHOOL**



**Teacher, Art and Design**

**Bungoma, Kenya**

**1995 - 1996**

* Teaching Art and Design in all levels from Form 1 to 4
* In charge with instrucng students on art principles, theory, and praccal skills.
* Ordering art resources, showing students how to use materials and techniques, encouraging students to create art work, evaluang class acvity, and organizing student exhibi]ons.
* Organized and implemented e ecve strategies and monitored student achievement in their naonal examinaons.

**EDUCATIONAL**

**BACHELOR OF FINE ART**

**BACKGROUND**

**Kenyaa University**

**Nairobi, Kenya**

**1993 - 1997**

* Graduate of Bachelors of Arts (Fine Art) having majored in Design; Graphics, Interiors, Drawing, Painng, Fabric design, Print technology, Adversing, and Sculpture
* Studied Communicaon skills, and Philosophy
* Leadership and Entrepreneurship

 **KCSE**

**Kibabii High School**

**Bungoma, Kenya**

**1988 - 1991**

* Graduate of Kenya School of Secondary Educaon

 **KCPE**

**Buema Primary School**

**Bungoma, Kenya**

**1980 - 1987**

* Graduate of Kenya Cerficate of Primary Educaon

Ÿ **Football, Tennis, Traveling, Reading, Making friends**



**HOBBIES**

**and Serving**

* **Enterprenural, Inspiraonal, Success Stories**

**REFEREES**  **HON SAMUEL POGHISIO**

**Chairman**

**Kenya Civil Aviaon Authority**

**Tel. +254 020 827470-75**

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 **CHIRUYI WALINGO**

**General Manager**

**MulµChoice Kenya**

**Nairobi, Kenya**

**Tel. +254 738800007/+255 784670489**

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 **PROF. HASSAN KANNENJE**



**Director Horn Africa**

**Riverside Drive, Nairobi**

**Tel +254 719 578005**

**hkennenje@yahoo.com**

Ÿ Built Skyfire to Global standards bidding and wining

**ACCOMPLISHMENTS**

global re-branding projects in more than 15 African countries. Some key Global re-brands are AIG to Chars and back to AIG, Nokia to Microso, Reuters, Schindler, IBM, Holiday Inn, Willis Tower Watson, BD, Medtronic, Blue Financial Services, Coviden and Dentons, Cisco among others

**PERSONAL ATTRIBUTES**

I am widely travelled with strong business networks in adversing agencies, blue chip companies, manufacturing, hospitality, financial, NGOs, learning instuons and governmental agencies.

I have good business relaons in Kenya, Uganda, Tanzania, Rwanda, Burundi and South Sudan. I have also handled succesful projects in Nigeria, Ghana, South Africa, Morocco, Egypt, Algeria, Sierra Leone, Liberia, Ivory Coast and Jordan My global partnerships are in USA, China, Dubai and Germany