JAMES NGUGI

Data-Driven Marketer | Marketing Analytics | Product & UX
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MSc Marketing Analytics
University of Stirling, UK
BSc International Studies
Strathmore University, Nairobi

PROFILE

Marketing analyst and product leader driven by data-driven decision-making and a passion for building digital products that convert. Currently heading marketing and product at Pesaswap East Africa and its ticketing subsidiary Patatix, combining deep campaign analytics with hands-on UI/UX development to grow platform engagement and revenue. Holds an MSc in Marketing Analytics from the University of Stirling and a BSc in International Studies from Strathmore University. Proficient in R, Power BI, machine learning, SEO/SEM, and front-end web development.

CORE COMPETENCIES

Marketing Analytics	**SEO / SEM**	**Campaign Analysis**	**Power BI / Tableau**
UI/UX Development	**Machine Learning**	**Product Roadmapping**	**A/B Testing**
Statistical Coding (R)	**Data Visualisation**	**Brand Management**	**Digital Marketing**

EXPERIENCE

Marketing & Advertising Head / Product Lead, Patatix

February 2024 – Present

Pesaswap East Africa Limited, Nairobi

Marketing & Analytics

- Analyse marketing campaigns across email, social media advertising, SEO, and SEM channels, tracking conversion rates, click-through rates, and ROI to assess campaign efficacy.
- Segment customers by transaction history, demographics, and behaviour to personalise marketing messages and increase relevance and engagement.
- Build data visualisation dashboards in Tableau and Power BI to communicate performance insights to stakeholders.
- Design and implement A/B tests across messaging, creative elements, and landing page designs to maximise conversions and engagement.
- Apply statistical modelling for forecasting and predictive analytics to anticipate customer behaviour and identify growth opportunities.
- Conduct ROI analysis across all marketing channels and campaigns to identify highest-return activities.
- Collaborate cross-functionally to align marketing strategy with business objectives and drive traffic growth.

Product Lead — Patatix (ticketing subsidiary of Pesaswap)

Led the end-to-end design, development and growth of Patatix, a modern event ticketing platform tailored for the Kenyan market.

- Led the end-to-end redesign and development of the Patatix ticketing platform, delivering a fast, responsive, and visually immersive web experience for the African event ecosystem.
- Combined hands-on front-end coding (HTML, CSS, JavaScript) with AI-assisted design to build modular UI components, campaign landing pages, artist portals, and merchandise drop pages from scratch.

- Developed a scalable design system that reduced page creation time by 40% and improved consistency across desktop and mobile views.
- Integrated UTM tracking, data layers, and influencer landing pages, boosting engagement by 40% and supporting 500+ monthly ticket sales.
- Built the 'Front Row Curator' influencer feature, enabling creators to curate events, push merchandise, and track performance.
- Oversaw product roadmapping, UX optimisation, agile sprint management, and cross-functional collaboration to deliver user-centric, scalable solutions.
- Leveraged customer feedback and market insights to drive continuous product improvement aligned with the evolving needs of event organisers and attendees.

Key skills applied: Business Analysis · SEO/SEM · Marketing Analytics · Keyword Analysis · Digital Marketing · Social Media Marketing · UI/UX · Product Management · Agile

Content Associate
January 2022 – December 2022

Transcooper Ltd, Nairobi

- Created written, visual, and multimedia content — including articles, blog posts, infographics, and social media posts — aligned with company goals and target audience.
- Collaborated with marketing and content teams to develop and execute content strategies, including content calendars and themes.
- Implemented on-page SEO techniques to improve search engine visibility, incorporating relevant keywords across all content.
- Managed content distribution across social media, email marketing, and CMS platforms.
- Conducted audience research to understand preferences and pain points, informing content direction.
- Monitored content performance using analytics tools, tracking engagement, traffic, and conversion rates, and adjusted strategies based on data insights.
- Ensured brand consistency across all content, adhering to messaging, tone, and style guidelines.

Internship
April 2021 – September 2021

State Department for Interior & Citizen Services, Nairobi

- Managed file organisation and document retrieval, ensuring efficient storage systems.
- Contributed to passport processing by accurately completing application documents.
- Collaborated with staff to meet daily task deadlines; developed adaptability, communication, and problem-solving skills in a government environment.

Volunteer
April 2018 – September 2018

New Life Home, Nairobi

- Contributed to child welfare and operational efficiency; developed communication, time management, adaptability, and teamwork skills.

CONSULTANCY

Market Entry Consultant

BiaGo / Nutrigo SA Pty (Niselo® brand)

Spearheaded the internationalisation of the Niselo® brand — plant-based, gluten-free, vegan probiotic drinks — into the northern hemisphere.

- Conducted competitor identification, SWOT/PEST analyses, price point determination, sales channel strategies, and in-depth demographic and consumer trend analyses.

- Produced a comprehensive report defining Niselo's competitive position across three distinct market areas, contributing to a noteworthy increase in market share.
- Interim and final board presentations garnered widespread acclaim for strategic recommendations.

SKILLS & TECHNICAL PROFICIENCIES

Analytics & Data

- Statistical coding using R
- Power BI & Tableau — dashboards and reports
- Machine learning — predictive analytics
- Marketing analytics & data interpretation
- A/B testing and conversion optimisation

Digital Marketing

- SEO / SEM and keyword analysis
- Social media marketing and management
- Email marketing and campaign management
- Content strategy and brand management

Product & Development

- HTML, CSS, JavaScript — front-end development
- UI/UX design and design systems
- Product roadmapping and agile management
- UTM tracking and data layer integration

Tools & Platforms

- Microsoft Office (Word, Excel, PowerPoint)
- AI-assisted design and prototyping tools
- CMS and content distribution platforms
- Google Analytics / Tag Manager

LANGUAGES

English (94%)	Swahili (94%)	French (55%)	Chinese (35%)

REFEREES

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