

□ Profile

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Mutenza

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Creative, results-focused Marketing Executive with more than 10 years proven track record of business development, marketing, media, advertising, publishing and visible accomplishments in building brand awareness, strengthening affiliate relationships, developing and executing online technology initiatives, and increasing bottom line profitability. Excel in managing multiple projects concurrently with strong detail, problem solving, and follow-through capabilities. I have helped top global brands increase market accessibility, visibility, revenue and profitability. Visionary, focused and persistent leader with a proven track record of success in advancing ethnic marketing initiatives from concept through to completion.

An ethnic marketing consultant specialising in the ethnic community with a good track record in executing various campaigns.

Highlights of our experience are listed below:

Community Consultant for Western Union - 2003 - 2011

- To raise the profile of Western Union market and cause awareness of Western Union services to targeted countries include: Uganda, South Africa, Botswana, Tanzania, Rwanda, Malawi, Zimbabwe, Zambia, All Francophone countries and many others.
- Achieved over 35% of the targeted benchmark

Ethnic Marketing Consultant (UK-Nordic) Brussels Airlines - 2010 - 2014

After launching 18 destinations in Africa, Brussels Airlines encountered challenges marketing its new destinations to Africans in the UK. Promota was the company of choice and we successfully helped the Airline to:

- Developed and strengthen the relationship between Brussels Airlines and the African Community in UK.
- Engaged in community activities as agreed by Brussels Airlines
- Identified marketing opportunities & negotiate deals for Brussels Airlines with media and event organizers
- Carry out and coordinated marketing surveys in the community as required
- Achieved over 23% of the targeted benchmark and increased its destinations to 36

Community Support Consultant for MoneyGram - 2010 - 2014

- Brand and services activation within the African community
- Raised the profile of MoneyGram in the specified in the African community. Marketed and cause awareness of services to targeted countries.
- Promoted and marketed services to ethnic communities using a mix of approaches including media and events
- Other companies includes LEBARA, LYCA

Publishes The Promota Africa Magazine

- The Promota magazine is one of the biggest ethnic focused magazine published in the UK and this has allowed us to reach out to a wider African audience and gave us an opportunity to understand the ethnic community.

Found the Uganda Convention

In 2011, I found the annual Uganda UK Convention, a Trade and Investment event which has been highly successful, and continues to grow from strength to strength every year. The prestigious conventions have been presided over by the highest level of government and business leaders from Uganda and UK, such as Uganda Vice President Hon Edward Ssekandi, Lord Popat, First Lady of Uganda Janet Kataaha Museveni Etc.

Over the past 12 years, I have also worked as a trade and investment consultant, advising the Ugandan Government and Uganda Private Sector on issues relates to attracting investment to Uganda.

CORE SPECIALTIES INCLUDE:

Creative, results-focused Marketing Executive with more than 10 years proven track record of business development, marketing, media, advertising, publishing and visible accomplishments in building brand awareness, strengthening affiliate relationships, developing and executing online technology initiatives, and increasing bottom line profitability. Excel in managing multiple projects concurrently with strong detail, problem solving, and follow-through capabilities. I have helped top global brands increase market accessibility, visibility, revenue and profitability. Visionary, focused and persistent leader with a proven track record of success in advancing ethnic marketing initiatives from concept through to completion.

Digital Marketing and Creative

- Strategic planning
- Strategic marketing
- Design of PR materials
- E-mail marketing
- YouTube video production
- Facebook advertising and optimization
- Marketing and email e-campaigns
- SEO and PPC optimization
- Creating email shots and email template design
- Media buying and planning
- Designing mobile and Bluetooth graphics and videos
- CMS customization, content updating and development
- Skilled web, print, and broadcast designer
- Social media channels monitoring
- Grassroots campaigns, events and promotions

Technical Skills: Key Qualifications:

- Web design
- Designing e-shots and web contents
- Design concepts for social media
- CMS design and management
- Digital and online marketing
- Web Designer, HTML
- Computer graphics designer
- Web and social media marketing
- Email, SEO and SMS campaign
- Interactive multimedia production
- Commercial video production
- Develop briefings, brochures, multimedia presentations, web pages, promotional products, and computer artwork
- Commercial Video Production - Avid editing expert
- Digital Media and Animator:
- YouTube and social media video optimisation

Events Management

- Experienced in running events for up to 3,000 delegates.
- Ability to delegate.
- Able to work effectively with different personalities.
- Can work effectively on several projects simultaneously.
- Experience of organising events, targeted at corporate, ethnic audience, government, foundations and trusts.
- Track record of managing fast paced events
- Able to use social media tools and email campaign tools like e-campaign, Maxemail...
- Demonstrated ability for accuracy and thoroughness.
- Able to work under pressure and as part of a team.
- Computer savvy and be able to design eye-catching projects from scratch.
- Understanding of digital and online marketing
- Budget responsibility and Negotiating costs
- Pre and Post event reporting
- Guerilla Marketing
- Grassroots, Product Placement, Artist Relations
- Trade Shows

Event Marketing

- Email, social media, offline and mobile campaigns
- Design graphically and video edit video campaigns
- Producing promotional material
- Creating e-shots and mail shots
- Manipulating the database for target markets
- Developing content for events
- Researching and liaising with high

Personal Profile – Mr Willy Mutenza

Date of Birth	12/12/1966
Nationality	British of Ugandan origin
Marital Status	Married
Contact Address	12 Eric Wilkins House, Avondale Sq., Old Kent Rd, London SE1 5ES
Personal Profile	<ul style="list-style-type: none">I am a graduate with a BA in Digital Arts & Multimedia ComputingA keen team player, with strong interpersonal communicationBroad knowledge of Afro-ethnic market trends and direct marketing to multicultural segments and analyze and identify current ethnic customer baseKnowledge of multicultural prospects - who they are, how they remit and what/how to engage themEffective multicultural marketing techniquesStrategic analytical skills as well as the ability to implement successful marketing strategies.Community Ambassador for various brands, helping to strengthen brand loyaltyGood at identifying core focus areas throughout assigned ethnic communities that represent opportunities to improve visibility and loyalty of brand as a way to grow or retain customer acquisition.Understand Internet, E-mail Marketing, Online and Digital Marketing (online and mobile) and social mediaCompetitors and market intelligence gathering and trend market analysisEvent Planning & Execution and create and execute an effective niche sales and business development strategy to acquire and built customer bases. Carried and managed more than 60 events for Western Union and other companies over a period of 6 yearsMarketing and PR campaigns for niche marketCarried out country and community mapping for Western Union in the Scandinavia (Sweden and Denmark)Grassroots campaigns, street and community outreach, Events & promotionsWork closely with marketing team (media buying) for local ethnic radio, TV and print media market penetration and work with PR team for continuous relevant exposure in the corresponding ethnic media'sManaged and coordinated 13 African countries corridors for Western Union including Uganda, Rwanda, Kenya, Tanzania, Burundi, South Sudan, Zambia, Zimbabwe, South Africa, Angola, Cameroon, Ivory Coast and Senegal-GambiaProduct launch & go-to-market planning and build regular reports and metrics to measure various goals and objectives such as new customer acquisitions, repeat customers, customer surveys etc.

Educational Background and Qualifications:

Period	Schools Attended	Achievement/Award
1995 – 1997	West London Tech Centre	Information Technology (LOCN)
1997 – 1999	Tower Hamlet College	Computer Graphics and Graphic Illustration (CCG&I) – Credit Certificate
1999 – 2002	Thames Valley University	BA (Hons) Digital Arts Multi-Media Computing

Work Experience:

Period	Position Held
1998 - 2005	Avidfx – Digital Marketing, Senior Consultant
Oct 2005 - 2010	Western Union - Ethnic Marketing consultant (Contracted as freelance) <ul style="list-style-type: none">Working on an extensive range of projects across the marketing mix
Oct 2010 - 2013	Brussels Airlines - Ethnic Marketing consultant (Contracted as freelance) <ul style="list-style-type: none">Working on an extensive range of projects across the marketing mix
Oct 2010 - 2014	MoneyGram - Ethnic Marketing consultant (Contracted as freelance) <ul style="list-style-type: none">Working on an extensive range of projects across the marketing mix

Current projects:

- Organizing the annual Uganda Investment Convention - 12th Sept 2015
- Planning and organizing a trade mission from Ivory Coast to Uganda in partnership with Ivory Coast government

Previous assignments include:

Overseas Client:

- Uganda Presidential Office:
 - 2012 – Planned and organised the 'Presidential Enterprise on Sustainable Tourism in Uganda (PRESTO) on behalf of Presidents and Uganda High Commission-UK
 - 2012 – Provided support to CBC, in the organization of a Uganda investment forum attended by the President
 - May 2014 – Organised a series of meetings for Uganda President HE Museveni, with various investors
 - Oct 2014 – Organised meetings for the President HE Museveni during his visit to UK
 - Sept 2010 - Ugandan Convention: Founded and organises now the largest annual gathering of Ugandans in Europe.

Willy Mutenza



AWARDS:

- Innovative Award (British Black Initiative) (2009)
- Common Wealth Business Innovation Award (2008)
- UCAA Awards - Communications and Media (2008)
- Social Entrepreneur of the Year Award BB Awards (2014)
- GAB Award for promotion of the Positive image of Africa (2014)
- BE Mogul award as one of the most influential and inspirational black business role models in Britain (2016)