

ANNE WANJIRU NGARACHU

Marketing → Technology → Sustainability

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EXPERIENCE AND PROJECTS

Senior Marketing Manager

Eon Collective

📅 03/2023 - Present 📍 Remote, United States

Data Modernization and Management Company

- Lead global marketing strategy for data analytics company across US, India, and Kenya markets.
- Direct website redesigns, brand positioning, and multi-channel content strategies.
- Manage cross-functional projects by coordinating design, development, and business stakeholders.
- Execute performance analytics and marketing optimization across digital channels.

Founder and Marketing Consultant

Pen It Down Digital

📅 05/2017 - 03/2023 📍 Remote, Globally

- Provided strategic marketing consulting for B2B clients across technology and professional services sectors
- Developed comprehensive marketing strategies and go-to-market plans for client acquisition.
- Managed client relationships and delivered measurable campaign performance improvements
- Worked with clients globally including HWS, EnableVue, Briefly South Africa, Sarasota Internet Consulting, and Apex Specialists

Content Marketing

Cloud Nine Development

📅 2019 - 2021 📍 Remote, United States

Healthcare Technology Company

- Executed content marketing campaigns for a healthtech company
- Managed social media presence, content calendar, and community engagement.
- Designed and implemented email marketing campaigns with conversion optimization
- Created marketing collateral, graphics, promotional materials
- Tracked analytics and reported on campaign performance metrics

Digital Marketing

Derimex Technologies

📅 2019 - 2021 📍 Nairobi, Kenya

Agribusiness and e-Commerce blockchain technology company

- Led digital marketing for the company with e-commerce and blockchain technology projects.
- Managed digital channels and campaign performance.
- Led the design and development of the company website and social media channels
- Contributed to product direction for the e-commerce platform.

Sales and Marketing Coordinator

Various Organizations

📅 2014 - 2017 📍 Nairobi, Kenya

- Early-career marketing roles building foundation in digital marketing across diverse organizations.
- Created content, optimized SEO, and developed websites across different sectors.
- Developed skills in campaign execution, client communication, and performance tracking.

SUMMARY

Marketing career in tech companies sparked interest in technology's potential for impact. Now building AI-powered climate platforms, combining 10+ years of cross-functional leadership with technical development and formal training in conservation and sustainability (BSc Conservation Biology; MSc Green Economy). Proven ability to deliver operational platforms.

EDUCATION



Master of Science (MSc) in Green Economy with Distinction

Bournemouth University

📅 09/2023 - 11/2025 📍 United Kingdom

- **Core Modules:** Spanning climate policy, carbon management, sustainable development, natural capital, and renewable energy transitions
- **Thesis:** Transforming Sustainability Practices in Higher Education through AI-Driven Applications: A Case Study from Bournemouth University



Bachelor of Science (BSc) in Conservation Biology

Kenyatta University

📅 09/2013 - 05/2017 📍 Kenya

- Ecology and biodiversity, wildlife conservation and management, environmental impact assessment, ecosystem management
- **Undergrad Research Project:** Assessing the Role of Eco-Tourism on Community Based Conservation at Lake Naivasha,

ACADEMIC PROGRAMS & RESEARCH

COP 30 Simulation Program

📅 08/2025 - 11/2025 📍 Egypt

British University of Egypt (BUE)

- Competitive cohort program exploring climate policy solutions across adaptation, mitigation, climate finance, loss and damage, and related challenges.
- Developed proposals addressing climate coordination challenges collaboratively with the cohort.
- From these discussions, I conceptualized digital infrastructure to operationalize the existing Borrower's Forum concept.
- Presented research and proposals with the cohort at COP30 Conference, Brazil (November 2025).
- Published research: Enhancing Kenya's Climate Adaptation Governance: A Policy Framework for Evidence-Based Climate Finance Access

EXPERIENCE AND PROJECTS

Borrower's Forum - Climate Finance Digital Infrastructure

📅 10/2025 - Present 📍 MVP Development

- Digital infrastructure to operationalize the Borrower's Forum concept - addressing 70-year coordination gap between Paris Club creditors and debtor nations.
- **Context:** Selected for COP30 simulation program (British University of Egypt) exploring climate policy solutions. From cohort discussions on climate coordination challenges, I conceptualized digital infrastructure to operationalize the existing Borrower's Forum concept.
 - **Key Features:** Climate-Adjusted Debt Sustainability Analyzer, Debt Justice Impact Calculator, Precedent Database (500+ historical restructuring agreements)
 - **Modular Architecture:** Debt Restructuring, Climate Trade/CBAM, Climate Finance coordination modules
 - **Technology:** FastAPI, PostgreSQL, Python, RESTful API (9 endpoints), Supabase cloud deployment
 - **Status:** Currently at prototype stage, building a minimum viable product (MVP) to validate the concept.

SAGE Platform - AI-Driven Sustainability Intelligence

📅 10/2024 - Present 📍 Pilot Deployment

🔗 <https://www.sage-platform.com/>

- AI-driven sustainability intelligence platform for institutional carbon and resource management. Developed as MSc Green Economy thesis with operational pilot at Bournemouth University - Talbot House campus.
- Multi-utility monitoring (electricity, gas, water) with automated carbon equivalent conversion for emissions tracking
 - AI-powered analytics for anomaly detection and compliance automation
 - Novel SRS Methodology: Industry-first framework measuring detection, response, and adaptation capability rather than just consumption
 - **Validation:** 84% AI prediction accuracy, 4.5/5 stakeholder satisfaction
 - **Technology:** Next.js 14, React 18, TypeScript, Supabase PostgreSQL, Python ETL pipelines, ARIMA/SARIMAX forecasting
 - Flexible data integration - works with existing building management systems and spreadsheet data
 - Stakeholder endorsement for broader institutional deployment

Green Safari Guide - Sustainable Tourism Platform

📅 02/2024 📍 Live Platform

🔗 <https://greensafariguide.com>

- Platform promoting sustainable African travel, dispelling myths and misconceptions about Africa, and encouraging conservation awareness and cultural heritage preservation.
- Showcases African biodiversity, wildlife, and cultural heritage.
 - Eco-friendly travel education and conservation awareness resources.
 - Dispels common misconceptions about the African continent.
 - Future vision: Interactive conservation games, virtual ecosystem tours, community-driven content.

AI Applications Portfolio - Climate & Cultural Focus

📅 10/2023 - 2024 📍 14+ Applications

- Portfolio of AI applications exploring technology's potential for sustainable development and African cultural preservation.
- **Climate Applications:** Climate Policy Guide, Green-AI Whiz, Carbon Factory Footprint, Green Safari Guide GPT
 - **Cultural Preservation:** Jambo Kenya, African Indigenous Tribes, Swahili Explorer, AfriKnowBot
 - 300+ user interactions across portfolio

LANGUAGES

Swahili
Native



English
Proficient



CERTIFICATION

AI Agents 10 Day Bootcamp

Vizuara - September 2025

ARIS Process Mining Professional

Software AG - April 2024

ARIS Process Mining Associate

Software AG - April 2024

Cybersecurity Training

Bournemouth University - February 2024

Microsoft Power Up Program

Microsoft - November 2023

Google Analytics - Beginners & Advanced

Google Analytics - 2018 & 2019

HEMA Student Member

ISEP - Formerly IEMA

IN PROGRESS

AI Python for Beginners

DeepLearning.AI (Andrew Ng)

Scientific Computing with Python

FreeCode Camp

Build LLMs from Scratch

Vizuara

SKILLS

Research & Analysis

Strategy & Systems Thinking

Platform Development

AI Tools & Applications

Data Analytics & Visualization

Marketing & Communications

Project Management

Cross-Functional Leadership

INTERESTS

Computational Sustainability | AI for Climate Action

African Conservation & Eco-Tourism

Travel