

Lucy Nyundo

PhD Candidate, MSc., BSc., Professional Diploma Marketing



CV Follows

Curriculum Vitae

Current Mobile Line: + 61 0466 88 6135

WhatsApp Line: +260 977 533 990

Email Address: lucy.nyundo@my.jcu.edu.au or lnyundo@gmail.com

CARRER OBJECTIVE

To be a seasoned Social Marketing (Social and Behaviour Change Interventions) Researcher, Trainer and Consultant with cutting edge skills and credentials.

EDUCATION

1. **PhD Management and Commerce**, James Cook University (JCU): 2017 to Date

Project: *The output of the project is the Contraceptive decision-making framework to support the use of a Social Marketing approach for Family Planning programmes in Sub-Saharan Africa. A mixed methods approach was employed and three software were used; Epi Info 7, SPSS 24 and Nvivo 12.*

2. **MSc Marketing Management**, Liverpool Hope University (LHU): 2012-2013

Project: *The output this project was the mapping out of the emergency Mobile Money Ecosystem in Zambia- an economic opportunity with challenges. The study relied on 7 in-depth interviews with domain experts and content analysis was used to analyse the data.*

3. **Professional Diploma in Marketing**, Chattered Institute of Marketing (CIM): 2010-2011

Project: *Developed the Annual Marketing Plan for a Small to Medium Enterprise (SME) in Lusaka, Zambia. The firm that was selected is Rexsun Transport and Logistics Ltd whose annual revenue between 2009 and 2011 was approximately \$70,000.*

4. **BSc. Marketing**, Copperbelt University (CBU): 2006-2010

Project: *The undergraduate dissertation was a study to establish the factors that influence listenership preference for radio stations on the Copperbelt province, Zambia. This was in view of the proliferation of private radio stations upon liberalization of the broadcasting sector in the country. The study informed marketing strategies for radio stations in a competitive market.*

PROFFESIONAL MODULES

1. A Total Market Approach to Family Planning Services (Global Health eLearning Centre-USAID).
 2. Community-Based Family Planning (Global Health eLearning Centre- USAID).
-

WORK EXPERIENCE

National Institute of Public Administration (NIPA): August 2018 to Date

Principal Consultant- Marketing

Engagement Task: To provide and offer consultancy services in Marketing to the Institute and its clients under the Research, Consultancy and Development Division (RCDD).

Achievement/Outputs to date:

- Introduction of Research Seminars to enhance research and publication competence among academic staff.
- Designed and launched Graduate Research Seminars and Workshops for postgraduate students.
- Appointed secretary of the NIPA Book project team.
- Secretary of the New Programmes Committee.
- Facilitate Customer Service Workshops.
- Design the Induction and Service Excellence Workshop for internal members of staff.
- Develop monitoring mechanism and report template for the Brand's Institute.
- Successfully wrote five (5) training consultancy Bids and was awarded the assignments.
- Redevelop the Principles of Marketing Modules.
- Successfully proposed a training in Social Marketing practice which has been approved by the Board of Studies for full development into an undergraduate degree.

Kenneth Kaunda Metropolitan University (KKMU): October 2016 to February 2017

Freelance Consultant

Engagement Task: To conduct market research (Tertiary Education in Zambia), Policy and Regulation Review and undertake internal analysis in preparation for the 2017-2022 Strategic Plan.

Outputs:

- Market Research Report - presented to the Management & Shareholders of KKMU.
- Strategic Plan (2017-2022) - presented to the Management and Shareholders of KKMU.

University of Lusaka (UNILUS), May 2013- August 2016

Lecturer, Coordinator & Research Assistant

Engagement Task: To undertake all teaching and assessment activities and engage in research and assist in the administrative and other business activities as and when required.

Achievements/Outputs:

- Restructured the operation, delivery and coordination of undergraduate research in the School of Business.
- Developed four (4) peer-reviewed modules (Service Marketing, Business Communication Skills, International Marketing and Marketing Research) for School of Business.
- Coordinated the development and launch of the Executive MBA in Leadership & Wealth Creation.
- Managed the production of a Documentary on the Climate Justice- Water for All project. A projected funded by the Scottish government, and implemented by three collaborating universities (University of Lusaka, University of Malawi and Glasgow Caledonian University)
- Reviewed modules under the consultancy assignment awarded to UNILUS by the Zambia Chartered Accounts (ZICA).
- Sat on Interview panels for the School of Business when recruiting academic staff and the Executive Assistant to the Vice Chancellor.
- Coordinated the preparation of the 2016-2020 Strategic Plan for UNILUS.
- Received an Award from the Employer as the “Most Creative Lecturer” in the 2015 Awards.

CFOA Zambia Ltd, June 2010-September 2011

Brand Franchise Requirements Coordinator

Engagement Task: Coordinate the implementation of the Nissan Franchise Brand, Service, Sales and Operational Standards. In addition, monitor customer satisfaction levels, industry sales volumes, and conduct market research before the launch of any new model.

Outputs:

- Maintained good Business Relationships with key Industry Competitors (Toyota, Isuzu, Ford and Tata).
- Raised the Score for CFAO Zambia Nissan Franchise from 40% and 43% to 99% and 100% for the Sales and Service functions respectively.
- Always submitted the monthly Total Industry Sales Volume Report 48 hours before the deadline.
- Assisted the Commercial Manager in preparing a more feasible and aggressive 2011 Marketing Plan.

PROFESSIONAL MEMBERSHIPS

1. Zambia Institute of Marketing (ZIM).
2. Graduate Women Zambia (GWZ).
3. International Social Marketing Association (ISMA).

CONFERENCE PRESENTATIONS AND PUBLICATIONS

1. Nyundo, L., Eagle, L.C., Low, D.R., & Whittaker M. (2019). The Relevance of Social Marketing in Family Planning Programmes for the Global South: A case of Zambia. Book Chapter in Broadening Cultural Horizons in Social Marketing - Comparing Case Studies from Asia-Pacific, Springer -Submitted for publication.
2. Nyundo, L., Eagle, L.C., Whittaker, M., and Low, D.R. (2019). Exploring the influence of pre-marriage counselling on fertility decisions in Lusaka, Zambia (**Main Study**), World Social Marketing Conference- 4 to 6th June, Edinburg, Scotland.
3. Nyundo, L., Eagle, L.C, Low, D.R., Whittaker, M. & Mwansa, D. (2018). The use of cannabis seeds as a natural contraceptive: A case of Zambia. In proceedings of the 2018 International Social Marketing Conference, Singapore, July. 5
4. Nyundo, L., Eagle, L.C., Whittaker, M., and Low, D.R. (2018). Exploring the influence of pre-marriage counselling on fertility decisions in Lusaka, Zambia (**Pilot Study**), Graduate Women Zambia International Conference, 4-5 October 2018, Lusaka, Zambia.
5. Nyundo, L. (2016). Mobile Money Ecosystem in Zambia-Economic Stimulus with challenges: Opportunity with Challenges in an emerging Mobile Money Ecosystem. LAP Lambert Academic Publishing.
6. Scanlon, T., Binna, O. U., Jafry, T., Chinsinga, B., Mvula, P., Chunga, J., Zimba, L. M., Mwape, M., Nyundo, L., Mwiinga, B. & Chungu, K. (2016). The role of social actors in water

access in Sub-Saharan Africa: Evidence from Malawi and Zambia. *Water Resources and Rural Development*, Vol 8, 25-36.

REFEREES

Prof. L. C. Eagle, James Cook University.

EMAIL: lynne.eagle@jcu.edu.au

PHONE: +61747815717

Mr. M. Musongole, Zambia Institute of Marketing (ZIM)

EMAIL: registrar@zimmarketing.org

MOBILE: +260 977 529 999

Mr. O. Bwalya, National Institute of Public Administration (NIPA)

EMAIL: o.bwalya@nipa.ac.zm

MOBILE: +260 975 888 777