

Willy Mutenza

Curriculum
Vitae

2012

Am a self-motivated, driven individual who manages and delivers projects of a high standard under tight deadlines and intense pressure and able to work under pressure; cross-borders and cross-cultural environment, and as part of a team, proven leadership skills involving managing, developing and motivating teams to achieve their objectives, first-class analytical, design and problem solving skills and communicate ideas effectively.



ABOUT ME

PERSONAL INFO



Address: 12 Eric Wilkins House,
Avondale Estate, London SE1 5ES

Phone: +44 7790 647 089

DOB: 12.12.1966

WWW: <http://www.thepromota.com>

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PERSONAL INFO

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Avondale Square Estate, London SE1 5ES
Phone: +44 7790 647089
Brith Date: 12.12.1966
WWW: <http://thepromota.com>
E-mail: info@thepromota.com



EDUCATION

1995 - 1997 West London Tech Centre Information Technology T (LOCN)
1997 - 1999 Tower Hamlet College Creative Computer Graphics & Information (CCG &I)
1999 - 2002 West London University BA (Hons) Digital Arts & Multi Media Computing - 2:1

EMPLOYMENT AND COMMERCIAL COMMISSIONS:

1998 - Now

Self Employed

Avidfx

Avidfx we specialize in providing complete web technology solutions, including web site design, electronic commerce, print, video, domain name registration & hosting, custom programming, internet training and consulting, print brokerage, web site promotion and site management.

The Promota Marketing

We are a full-service multicultural advertising, marketing and public relations firm specializing in reaching diverse ethnic groups nationwide. We create marketing visions and innovative multicultural campaigns around those visions for brands to gain customer loyalty and market share with their target audience. Our approach is both strategic and tactical to establish lasting relationships with constituents while accomplishing immediate objectives.

www.thepromota.com

The Promota Magazine

The award winning magazine currently fills a gap in the African media by publishing material that inspires and encourages Africans to grow into a new generation of strong, innovative and upstanding citizens of the world. The Promota tactfully exposes issues affecting the African community and suggests feasible solutions to propel its readers towards the full realisation of their human potential. It is predominately consumed by East Africans and popular with Ghana, Nigeria, Zimbabwe, Zambia and South African community in UK.

www.thepromota.co.uk

SKILLS & ATTRIBUTES

Computer skills

- Expert Web Designer
- Computer Graphics Designer
- Web and Social Media Marketing Consultant
- Ethnic Branding and Marketing Expert
- Professional Video Production /Editing
- Cyber-Security Consultant



Community responsibilities:

- Founder and Chairman of Ugandan Convention UK
- Chairman of Diaspora Bureau
- Member of UK African Diaspora investment forum
- Member of Leicester Asians Business Association

About Mutenza

Mr Mutenza is an enterprising businessman who has lived and worked in London for the last 19 years. Having graduated in 2002 with a BA in Digital Arts and Multimedia Computing from Thames Valley University, London, he put to good use the skills he learnt in Information and Computing Technology. His host of certificates and diplomas in courses such as Computer Design, and Printing & Publishing has resulted in a number of successful business ventures.

Besides his business skills, Mr Mutenza is one of the leading advocates of development issues in the Ugandan community both in the United Kingdom (Europe) and in Uganda. He is also an Ethnic consultant for Western Union and Brussels Airlines on Africa.

Awards:

- 2009 BBI Innovative Award (British Black Initiative)
- 2008 Common Wealth Business Innovation Award (Africa Night Day)
- 2008 UCAA Awards Winner - Communications and Media

Profile of companies successfully run by Mr. Mutenza

THE PROMOTA MARKETING/AVIDFX

The Promota Media is one of the top UK ethnic marketing consultants offering specialist services to effectively help you to reach out to the Afro-Ethnic market in Europe.

Managed by a culturally diverse team with multilingual capabilities, the Promota Group helps its clients communicate effectively to the specific ethnic communities here in the Europe and overseas.

We develop multicultural media plans, applying cultural importance and result-driven marketing strategies. We offer a tremendous range of media outreach: TV, radio, print publications and online through direct marketing.

The Promota CEO, Mr. Mutenza is the Ethnic Market Consultant and brand Ambassador for Western Union for Uganda and all Southern Africans countries since 2005.

Mr Mutenza is also the Africa Ethnic Consultant for Brussels Airlines in UK and the Nordic and also responsible for marketing the brand in Scandinavia, since 2010.

www.thepromota.com

THE PROMOTA MAGAZINE

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Recent projects



Producing the Rwanda hotel guide



Project: Rebranding the three top selling product in Rwanda by Sina Gerald industries.



Innovations

Mutenza being an innovative entrepreneur is the owner and manufacturer of a Bluetooth Marketing device last year.

The device has attracted a lot of clients among other governments and was successfully used by the Nigerian ruling party during its last year general election campaigns.

Bluetooth marketing is a form of Mobile marketing that allows businesses to send adverts to mobile/Cell phones for free. This is achievable using our device which is a dedicated Bluetooth sending device that enables the free transfer of content between mobile devices using the Bluetooth signal. The transfer of the adverts is also free for both the sender and receiver of the advert. We deploy bluetooth devices that gives you the flexibility to send adverts to bluetooth enabled mobile phone. Can be deployed at shop windows, churches, events and exhibitions and point of sale stands as well as being used in a vehicle or to be worn by roving promotions staff in the high street.

Bluetooth advertising, is fast replacing more traditional leaflet drops and flyer activities. Local councils are prohibiting distribution in the normal way, leading to advertisers seeking viable cost effective alternatives. With the emergence of Bluetooth Marketing Software capable of running on standard PC's and laptops an alternative has arrived.



Bluetooth[®]
marketing

ADVERTISE DIRECTLY TO
NEARBY MOBILE PHONES
AND BLUETOOTH
ENABLED DEVICES



Bluetooth[®]
ADVERTISING

STREET | BUSINESS CENTRE | SHOPPING MALL | EMBASSY

For info: 0207 237 7317 - www.thepromota.com

BLUETOOTH Marketing

Forget flyers, posters, leaflets. Put your message in the palm of your customers hand.

