

DEEPSHIKHA SHAH

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PROFESSIONAL EXPERIENCE

MoneyMatters MagAfrica Magazine - Business Development Consultant

March 2026 - May 2026 (Contract)

- Led business development strategy to drive revenue growth through partnerships, sponsorships, and advertising sales across financial and corporate sectors
- Identified and secured strategic partnerships with financial institutions, investment firms, and SMEs to expand the magazine's market reach
- Developed and pitched tailored advertising and media packages to clients, aligning brand visibility with target audience demographics
- Conducted market research and competitor analysis to inform positioning within the financial media landscape in Africa
- Supported distribution strategy by expanding circulation channels at high-level events, including investment conferences and industry forums
- Built and maintained relationships with key stakeholders, including CEOs, policymakers, and entrepreneurs
- Collaborated with editorial and marketing teams to align content with commercial opportunities and audience engagement goals
- Contributed to brand growth by identifying new revenue streams, including digital media, sponsored content, and event partnerships
- Prepared proposals, presentations, and reports for potential investors, advertisers, and partners
- Advised on long-term growth strategy, including audience segmentation and expansion into new markets

Clinton Health Access Initiative - Independent Consultant, Digital Systems Strategy

July 2025 - October 2025 (Contract)

- Provided expert input to update the 2017 eGovernment strategy document.
- Aligned the strategy with current trends, including the GIYH initiative.
- Advised on national standards, data integration, information exchange, and interoperability for government systems, with emphasis on health sector relevance.
- Developed a technical use case for migrating key Ministry of Health digital systems to the Royal Science and Technology Park (RSTP) data center.
- Supported the design and deployment of secure, remotely accessible systems.
- Provided training or capacity building support for MoH technical teams.
- Designed and implemented active dashboards for data use at RSTP.
- Developed a framework for big data analytics, machine learning, and AI in health.
- Provided architectural recommendations for a national health data warehouse.
- Defined integration pathways between health information systems and government infrastructure.
- Explored predictive analytics to support public health decision-making.

Groening and Associates Enterprises - Research Assistant

July 2025

Project: Framework for Optimized Financial Management for NGOs in Eswatini

- Supported a national research study examining financial sustainability and donor fund management practices across 97 national and international NGOs in Eswatini.
- Assisted in the design and implementation of data collection activities, including surveys, interviews, and stakeholder consultations.
- Collected, cleaned, and analyzed quantitative and qualitative data to identify trends, challenges, and opportunities in NGO financial management.
- Conducted research on governance structures, accountability mechanisms, and financial management systems influencing funding effectiveness and transparency.
- Engaged with a diverse range of stakeholders, including NGO leaders, development practitioners, and community beneficiaries, to gather insights and validate findings.
- Contributed to the development of a financial management framework aimed at improving donor fund disbursement, utilization, compliance, and accountability within the NGO sector.

ETHRoots Africa - Project Lead of ETHEswatini

March 2025 - May 2026 (Freelance)

- Designing and executing grassroots initiatives such as workshops, hackathons, and fireside chats
- Leading cross-border collaborations with EthRoots teams across Africa (Kenya, Nigeria, Tunisia, and more)
- Mobilizing Eswatini's youth and tech community to engage with Ethereum and open-source protocols
- Driving local partnerships to integrate blockchain education into broader development goals.

UNDP KENYA— *Advocate*

November 2024 - December 2024 (Contract)

- Promoting the Africa Centre of Competence for Digital and AI Skilling Project
- Crafted platform-specific content and visuals to promote digital and Artificial Intelligence skills.
- Managed daily posts, engagement, and hashtag campaigns to boost visibility.
- Highlighted success stories and testimonials through interactive formats like Stories and polls.
- Collaborated with influencers and stakeholders to expand reach and impact.
- Monitored analytics to optimize content strategy and audience engagement.
- Conducted research on how digital and AI literacy has had an impact of various sectors of development.
- Participated as a panelist on a webinar: Broadening Our Horizons: Busting myths about digital and AI Skilling

Raxsonic Eswatini – *Accounting Associate*

July 2024 - May 2026 (Seasonal)

- Accurately process accounts payable and receivable, including invoice management, payment processing, and reconciliation of transactions using Sage One Accounting Software.
- Perform regular reconciliation of bank statements, general ledger accounts, and financial statements to ensure accuracy and resolve discrepancies promptly.
- Prepare and assist in the preparation of monthly, quarterly, and annual financial reports. Generate financial summaries and reports for internal stakeholders using Sage One.
- Utilize TaxEase software to assist in the preparation of tax returns, ensuring compliance with local and federal tax regulations. Support tax planning and filing processes.
- Maintain organized and up-to-date financial records and documentation. Ensure all financial transactions are accurately recorded and stored according to company policy.
- Identify and recommend improvements to existing accounting processes and systems. Implement best practices to enhance efficiency and accuracy in financial operations.
- Manage communication with clients and vendors to address financial inquiries, resolve billing issues, and facilitate timely payments.
- Ensure compliance with accounting standards, regulatory requirements, and company policies. Assist in audits by providing necessary documentation and information.
- **Onboarded a new client company within the first week on the job, thereby increasing accounting profit by 4%.**

WorkWise Eswatini – *Founder and Community Engagement Specialist*

September 2023 - May 2026

- WorkWise Eswatini is a thinktank which aims to tackle the issues of brain drain and the high unemployment rate in the country. It acts as an informative platform through which the public can gain awareness of the various educational, entrepreneurial, and employment opportunities available in the country.
- Increase percentage of youth in employment, entrepreneurial, and educational programs
- Oversee synergy between WorkWise Eswatini and various sectors in the economy
- Educate the public on infrastructure gaps, weak institutions, opacity, illiquidity, harsh histories, unfavourable geographies, and occasional political instability
- Discuss emerging markets and policies in Eswatini
- Promoting blockchain collaboration and fintech spaces in Eswatini
- Ongoing projects: Bringing various learning programs and TVET programs to local schools, churches, and orphanages; boosting small farmholder entrepreneurship, and safeguarding their livelihood; promoting digital and AI literacy; fostering podcasting collaborations; promoting blockchain and Web3 knowledge and collaboration in Africa

UNRCO – *Coordination Assistant Intern | Communications & Data Management Department; Eswatini* February 2023 - August 2023

- Promoted campaigns on social media, which led to a 30% increase in web traffic from the initial 5%. Produced marketing products such as articles, reports, and visibility materials, which ensured publication ahead of time.
- Developed and increased local networks for the organization's capabilities in implementing programs and projects. Collected data for joint work plan workshops, which maximized the potential for success on the event days.
- Suggested and incorporated project management tools at the workplace, such as Gantt Charts, which helped define and trace the progress of planning, deadlines, and accountability processes.
- **Promoted the use of technology and AI, stressing capacity development with AI, apps, and dashboards in terms of operations and assisting service requests. This led to an increase in the United Nations Humanitarian Booking Hub usage by two multilateral organizations. Collected human interest stories—qualitative and quantitative data—for the Annual One UN Results Report 2022 for Eswatini, which can be found [online](#).**
- **Coordinated with UNINFO through online courses on data analytics and databases, which allowed me to revamp the UN's data management systems and streamline processes.**

IOM – *Communications Intern; Eswatini*

October 2022 – February 2023

- Collaborated with the Regional Communications team to promote campaigns on social media that created a 50% increase in page visits.
- Developed media outputs to increase the overall digital footprint of the agency by 100%. This resulted in frameworks that ameliorated field study and implementation of projects.
- Assisted in the Diaspora Project by providing editorial inputs on the quarterly reports of implemented projects.
- Assisted and liaised in the Migration Health Project (Sexual Reproductive and Health Rights), where the field project was implemented with a 100% success rate despite linguistic barriers.

VOLUNTEERING EXPERIENCE

EthWien – *Volunteer Co-Organizer, Vienna, Austria (Remote)*

December 2024 – Present

- Part of the organizing team for EthVienna, a hackathon and conference taking place in Vienna, Austria next year! EthVienna will bring together developers, innovators, and thought leaders to collaborate, share knowledge, and drive the future of blockchain and Web3 technologies.

Taiwan Buddhist Tzu Chi Foundation – *Volunteer, Eswatini*

August 2024 – Present

- Promoted its cause through article writing and publishing, as well as participated in facilitating mobile medical clinics and soup kitchens in rural areas in Eswatini..

Frackfree Notts – *Graphic Designer; Nottinghamshire, United Kingdom*

December 2017 – December 2018

- Assessed and delivered to customer needs, adhered to quality standards, and evaluated the most effective methods for promoting its cause.

Stand Up Shout Out – *Volunteer, Nairobi, Kenya*

January 2016 – August 2017

- Participated in promoting fundraising campaigns for impoverished children in rural areas and took part in youth-led training workshops.

Confident Children Out of Conflict – *Volunteer ESL/Computer teacher; Juba, South Sudan*

January 2016 – July 2016

- Acquired assessment skills to detect children within the autism spectrum in local communities in Kenya and provided the information to localized camps in South Sudan.

EDUCATION

Encode Club –

March 2025 – April 2025

- **Encode EVM Bootcamp**
- Solidity, dApp design, smart contracts, security, web3 frameworks like Ethers and Hardhat for devs who are going from web2 to web3.

MIT Professional Education –

2025 – 2026

- **MITxOnline**
- **Postgraduate Certificate in** *Data, Economics, and Design of Policy: International Development*
- **Required Courses:** Microeconomics, Designing and Running Randomized Evaluations, Data Analysis for Social Scientists
- **Elective Courses:** Challenges of Global Poverty, Political Economy and Economic Development

University of Buckingham, Buckinghamshire, United Kingdom –

2019 – 2021

- **University of Buckingham**
- **2:1 BA Bachelor of Arts in Politics with Applied computing, majoring in Politics**
- **Key Politics modules include:** Political Psychology, Philosophy of Social Science, Africa and the Dominions and Theories of Empire and India, Politics of the Middle East-Issues and Themes, Government and Politics of the UK and the US, US Foreign Policy in the Post Cold War Era
- **Key Computing modules include:** Software Project Management, Information Security, Principles of Computer Networks, Principles of Database Systems, Human Computer Interaction, Cloud Computing

SKILLS

- Proficient in Microsoft Word, Excel (Intermediate Level), and Access, Canva, Mailchimp, Notion, Tableau, Clideo, DHIS2
- Proficient in data analytics and visualization with descriptive statistics; time-series forecasting
- R, SQL, C, Google BigQuery, Solidity
- Procurement, Warehousing, Fleet Management, Asset Management

COURSES

- **Statistics and Probability**
KhanAcademy
- **AP Calculus AB**
KhanAcademy
- **Data Analysis for Social Scientists**
MITxOnline DEDP
- **LearnR**
CodeAcademy

CERTIFICATIONS

- **Product Space**
AI Product Management Live Masterclass
- **Mathematics Initiatives in Nepal**
MINspire 2026
- **dhis2academy**
Introduction to DHIS2
- **Udemy**
Blockchain in Healthcare
- **SkillUp EdTech**
Data Integration, Data Storage, & Data Migration
- **Udemy**
The Data Science Course: Complete Data Science Bootcamp 2025, issued June 2025
- **DisasterReady**
MEAL Essentials Certificate, issued June 2025
- **Encode Club**
EVM Bootcamp, issued June 2025
- **Massachusetts Institute of Technology**
Challenges of Global Poverty, issued May 2025
- **Udemy**
Blockchain Consultancy and Architecture, issued February 2025
- **Udemy**
Introduction to International Trade Finance and Services, issued February 2025
- **UNDP Kenya**
Promoting the Africa Centre of Competence for Digital and AI Skilling Project, issued December 2024
- **UNESCO**
Digital Content Creators and Journalists: How to be a Trusted Voice Online, issued December 2024
- **University of Pennsylvania**
Social Impact Strategy: Tools for Entrepreneurs and Innovators, issued November 2024
- **Washington University in St. Louis**
Data for Social Impact, issued October 2024
- **Alliance Francaise de Mbabane**
Certificate of Completion for 12 Hour AudioVisual Workshops, issued September 2024

- **DisasterReady**
Procurement and Logistics Certificate, issued September 2024
- **Udemy**
The Complete B2B Sales Course: Lead Generation to Closing, issued September 2024
- **Udemy**
Data Science on Blockchains, issued August 2024
- **Udemy**
Accounting & Financial Statement Analysis: Complete Training, issued August 2024
- **Udemy**
Sage One Accounting Software Course, issued July 2024
- **Google**
Google Data Analytics Professional Certificate, issued April 2024
- **INSEAD**
Web3 and Blockchain Fundamentals, issued April 2024
- **Pranic Healing Yoga Nepal Trust**
Advanced Pranic Healing, issued March 2024
- **Pranic Healing Yoga Nepal Trust**
Basic Pranic Healing, issued February 2024
- **London School of Economics and Political Science**
Data Analysis for Management, issued January 2024
- **United Nations Environmental Programme**
Nature-based Solutions for Disaster and Climate Resilience, issued January 2024
- **UC Davis**
Fundamentals of Visualization with Tableau, issued February 2023
- **Stanford Online**
How Software Ate Finance, issued November 2022
- **Sciences Po**
International migrations: a global issue, issued November 2022
- **Yonsei University**
Introduction to TCP/IP, issued March 2021
- **University of California, Santa Cruz**
Feminism and Social Justice, issued March 2021
- **deeplearning.ai**
AI For Everyone, issued September 2020
- **Duke University**
Programming Fundamentals, issued September 2020
- **American Museum of Natural History**
The Science of Stem Cells, issued September 2020

PUBLICATIONS

- [Deepshikha Shah Publications - LinkedIn](#)
- [Empowering women to participate in public spaces | United Nations Eswatini · June 9, 2023](#)

- [UN Eswatini Results Report 2022 | United Nations Eswatini · May 9, 2023](#)

REFERENCES

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