

KELLYNE WAIRIMU NJONGE

Audio Visual Producer and Communication Strategist: Crafting Creative Solutions for Strategic Communication.

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Dynamic and results driven audio visual producer with over 5 years of experience leading cross functional teams in filmmaking advertising and digital marketing. Strong track record in establishing and managing high performing production departments driving impactful content strategies and curating outstanding visual storytelling that aligns with brand vision and client goals.

SKILLS

- Photo and Video Production
- Audio Editing and sound design
- Scripting
- Storytelling
- Camera Operation
- Editing Software: premiere pro, adobe audition, lightroom,photoshop
- Digital Marketing Strategy
- Leadership
- Content Creation
- Project Management
- Client Relationship Management
- Analytical Skills

PROFESSIONAL EXPERIENCE

Orang.Able Creative - Creative Director

October 2024 - Present

- Led and inspired cross-functional teams of designers, copywriters, photographers, and videographers to execute high-quality creative projects.
- Spearheaded brainstorming sessions to generate innovative ideas, ensuring consistent and impactful visual storytelling across multiple platforms.
- Managed client relationships, leading presentations and pitches, and refining creative concepts based on feedback to meet client expectations and objectives.
- Oversaw the creation and execution of compelling concepts for digital, video, and social media campaigns, maintaining a unified brand voice.
- Managed project budgets and resources, optimizing team efficiency while delivering creative work within allocated timeframes and cost parameters.

Peels and Feels Podcast- Founder & Executive Producer

August 2024 - Present

My Role

- Conceptualized the idea for *Peels and Feels*, a fiction podcast focused on modern family dynamics and societal themes.
- Developed and pitched the concept, overseeing all stages from initial ideation to production planning.

- Wrote the podcast's script and created the content structure, ensuring a compelling and immersive narrative.
- Led the recruitment and coordination of creative and production teams, ensuring alignment with the project's goals and vision.
- Managed budgeting and resource allocation, ensuring efficient use of the funds raised.
- Established and nurtured industry partnerships to support the growth and distribution of the podcast.

Impact

- Awarded recognition for the podcast concept, securing funding for production.
- Successfully garnered the financial resources needed for the podcast's production through a compelling pitch and strategic planning.
- Built a solid foundation for the podcast's development.

Juiced Film Festival • Festival Runner

June 2024

- Coordinated festival communication, managing media, social media updates, and PR tasks.
- Handled filmmaker relations, ensuring smooth screenings, Q&As, and logistics.
- Facilitated communication between filmmakers, festival organizers, and media.
- Provided on-ground support, assisting with event setup, guest coordination, and urgent requests.
- Ensured smooth execution of scheduled activities, resolving last-minute issues efficiently.

Dishi na County • Producer/ Production Manager

March 2024

Food 4 Education, in partnership with the County Government, launched the Dishi na County initiative to subsidize the cost of lunch meals for primary school children.

The primary objective was to raise awareness about the program, its operational model, and its benefits for both students and the wider community.

Efforts were focused on encouraging parental and community engagement to increase uptake of the subsidized meal system, ensuring improved nutrition and learning outcomes for children in primary schools.

My Role

- Recruited, led, and inspired production teams, ensuring alignment with project goals and the creative vision while fostering efficiency.
- Spearheaded the creation and management of production budgets, strategically optimizing resources to maximize efficiency and maintain high-quality output.
- Directed pre-production workflows, including scripting, storyboarding, and scheduling, ensuring seamless execution and a proactive approach to problem-solving.
- Led the end-to-end production process, from conceptualization and proposal development to final distribution, ensuring the timely delivery of impact-driven content and successful outcomes.

Brighter Monday• Digital Marketing Trainer**June 2023 - August 2024**

eBiz Kwa Vijana project, a partnership between USAID, BrighterMonday Kenya, and Nextrade Group. The initiative aimed to empower Kenya's young MSMEs, rural and women entrepreneurs, and individuals with disabilities by providing access to business opportunities through e-commerce.

The project was a key driver in supporting the growth of Kenya's digital economy, offering entrepreneurs the tools and knowledge to expand their reach beyond traditional business boundaries. It focused on bridging the talent gap in Africa and fostering economic empowerment through the adoption of digital platforms and technologies.

My Role

- Headed the design and delivery of comprehensive digital marketing training programs for small business owners, focusing on advanced social media strategies, content marketing, and brand development.
- Led the customization of training sessions to address the unique needs of each business, empowering clients with strategic insights to enhance their online presence and drive growth.
- Facilitated high-impact workshops on platforms such as Facebook, Instagram, Google Ads, and SEO, equipping clients with the practical skills and confidence to lead successful digital campaigns.
- Championed the creation of tailored content, including training guides, webinars, and interactive exercises, to ensure effective learning and knowledge retention.
- Provided strategic oversight and ongoing support, evaluating client progress and ensuring the seamless implementation of digital marketing strategies for sustained business success.

Impact

- Trained 1,000 young entrepreneurs (18-35) on leveraging digital platforms, boosting livelihoods and business opportunities.
- Onboarded 600 entrepreneurs and MSMEs onto top e-commerce platforms, expanding market reach and income potential.
- Fostered partnerships with key e-commerce stakeholders, driving sector growth and creating a supportive ecosystem for online entrepreneurship.
- Supported USAID's economic growth goals by improving access to financing and advocating for a favorable business environment for entrepreneurs.
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Archer Digital, Kenya• Production Manager**December 2021 - 2023****My Role**

- Established and streamlined the production department, implementing clear and aligned working processes, driving enhanced team efficiency and workflow.
- Wrote proposals and pitched production services to both new and existing clients.
- Conducted content production consultations for SMEs, offering expert advice and insights to help businesses refine their production strategies and boost their content quality.

- Oversaw client onboarding and project management, ensuring success.
- Led training sessions for junior employees and interns, providing hands-on guidance on production processes and equipment handling, ensuring their growth and development within the team.
- Delegated tasks to team members, offering fresh perspectives and insights to optimize project handling and reduce turnaround time.
- Handled pre-production tasks including scripting, location scouting, casting, and mood boarding, ensuring alignment with creative visions.
- Performed production tasks such as photography, videography, and voice-overs, ensuring the delivery of high-quality content.
- Oversaw post-production and distribution, ensuring content was distributed across various platforms, including social media and websites, for maximum audience engagement.

Impact

- Achieved a 60% success rate in client acquisitions, expanding the business and broadening the service reach while maintaining a strong 90% retention rate with existing clients, ensuring long-term relationships and consistent revenue.
- Increased client satisfaction with a 70% satisfaction rate, resulting in a consistent flow of repeat business and positive client relationships.
- Led the team in innovative idea generation through extensive research, increasing production service uptake by 20% and improving user engagement with content.
- Reduced project turnaround time by optimizing workflow, streamlining processes, delegating tasks effectively, and empowering team members to handle projects with more autonomy

Meta • Communications Trainer

March 2019 - June 2024

In collaboration with Wylde International, Meta facilitated a comprehensive digital training program in Kenya, aimed at empowering SMEs to leverage digital tools for business growth and sales generation.

The training provided SMEs with key insights on using platforms like Facebook, Instagram, and WhatsApp to effectively reach and engage customers, optimize digital advertising strategies, and enhance online sales.

Participants were equipped with practical skills to integrate digital solutions into their business models, driving both visibility and profitability in a competitive market.

My role

- Conducted training sessions for SMEs on the use of Meta's suite of tools (Facebook, Instagram, WhatsApp for Business) to optimize their digital marketing practices.
- Organized and hosted live Q&A sessions for a campaign program with three major brands in the East African market, fostering engagement and facilitating knowledge exchange.
- Led webinars for client associations under the Boost with Facebook/Meta initiative, offering in-depth insights and best practices for business growth using digital tools.
- Provided one-on-one coaching to individuals and businesses on social media account management, helping them develop effective strategies for community management, media advertising, and content planning.

Impact

- Trained over 3,000 SMEs, empowering them with the knowledge and skills to leverage Meta's tools to enhance their business performance and grow their online presence.
- Drove high engagement and participation in live Q&A sessions, increasing brand awareness and strengthening relationships with major East African brands.
- Achieved a 95% positive response rate from client and associations during webinars, demonstrating the effectiveness of training and client satisfaction.
- Guided 100 individuals and businesses on improving their social media management, contributing to better customer experiences and more effective business strategies across multiple digital platforms.

Archer Designs, Kenya • Account Manager and Strategist

Sept 2018- Oct 2021

- Developed and executed digital marketing strategies for SMEs across diverse industries, driving brand growth and online presence.
- Achieved a 110% growth rate in paid ad delivery and social media strategy, strengthening online brand presence.
- Maintained an exceptional 95% client retention rate and high client satisfaction through consistent, quality communication and scrum meetings with internal teams.
- Met diverse client expectations, provided monthly reports, and upsold clients for additional services.
- Managed accounts of 8 cross-functional teams in the agency, driving successful campaigns and flagging new brands.
- Trained 2 community managers on account management and ensured adherence to brand guidelines and latest social media trends.
- Developed and delivered Digital Marketing programs, successfully training 100 clients, resulting in a 143% increase in company ROI and an 80% lead generation boost.

EDUCATION

B.A Degree in Theatre Arts and Film Technology. Kenyatta University, Kenya

Associate . Meta Blueprint Certified

Certified . Producer Some Fine Day Pix

REFEREES

Nyambura Macharia

Founder Orang.Able Creative

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