

Abigail Jepkosgei

Strategic Communication Consultant

Adelaide SA | 0466 798 903 | abigailsaina@gmail.com | LinkedIn: <https://www.linkedin.com/in/abigail-jepkosgei-76a054174/>

Strategic Communication Specialist with experience in digital content creation, social media management, and audience-focused communication across film, creative industries, and customer engagement. With a background in film production and a Master of Communication (University of South Australia), I bring a mix of strategic thinking, creative storytelling, and hands-on execution. Skilled in building communication plans, developing content for diverse audiences, and supporting organizations to strengthen their brand presence. Passionate about community-centered communication, digital strategy, and creating meaningful audience experiences.

Skills

- Social Media Management • Content Creation • Digital Marketing • Brand Management • Project Management • Strategic Communication • Digital Content Production • Stakeholder Engagement • Graphic Design • Public Relations • Customer Service • Photography and Video Production • Microsoft Office Suite • Crisis and Issues Management • Web Management • Leadership and Management

Work Experience

Strategic Communication & Social Media Consultant | Mercury Cinema

May 2025 – November 2025

- Developed a full **digital communication and social media strategy** to strengthen Mercury's online presence and storytelling identity.
- Designed a **multi-platform content calendar** covering programming, education, partnerships, fundraising, and membership pillars.
- Conducted **competitor audits** of Australian cinemas and arts organisations to identify best-practice models for engagement.
- Created mock-ups and campaign concepts using Canva, applying brand consistency and audience-centric design.
- Applied strategic frameworks including **SMART goals, PESO, SWOT**, and audience personas to guide communication decisions.
- Shaped messaging for Instagram, TikTok, and Facebook, ensuring accessibility and tone alignment for diverse audiences.
- Strengthened organisational communication by translating complex programming information into easy-to-understand, compelling digital content.

Team Manager | CCI Kenya (Nairobi, Kenya)

January 2021 – November 2023

Business Process Outsourcing / Customer Experience

- Led a high-performing team in customer service, sales support, and digital customer communications for international clients (UK, AU, EU, USA).
- Analysed KPIs and customer data to improve service quality, reduce complaints, and enhance workflow efficiency.
- Trained and coached staff on communication skills, conflict resolution, and customer engagement strategies.

- Prepared reports for management and advised on process improvements based on performance insights.

Customer Service Representative | CCI Kenya (Nairobi, Kenya)

January 2020 – January 2021

- Managed customer enquiries with a focus on clarity, empathy, and problem resolution.
- Identified upsell opportunities and communicated product information to support the company's revenue outcomes.
- Built strong customer relationships by addressing issues calmly and professionally.

Production Assistant | Zamaradi Productions Ltd (Nairobi, Kenya)

May 2018 – December 2019

- Assisted with on-set filming operations for the comedy series **Jela 5-Star** (aired on M-Net/DStv).
- Supported the art department in set design and continuity.
- Provided cross-functional production support including sound, lighting, and rehearsal camera operation.
- Contributed to creative processes across short films and documentary projects.

Education

Master of Communication | University of South Australia

February 2023 – December 2024

Coursework: Communication Contexts • Communication and Media: Advanced • Social Media Management • Professional Communication

Content Creation • Managing Digital Design • Campaigns and Crises • Brand Management • Research for Business Decision Making • Business Practices for Artists and Designers • Professional Project. Project Management

Bachelor of Film Production | Multimedia University of Kenya

September 2014 – November 2018

References

Available upon request