



Gloria Kinyanjui

PORTFOLIO

Latest Design Projects

Recipes like mom used to make, just a little better

Book Now

Meals made easy with Nutricook

Whether your family's tired of takeout or you don't know what to do with the leftovers from Sunday dinner, this class can help. In partnership with Nutricook, learn delicious recipes from self-taught chef Suzan Ochieng, right in her kitchen.

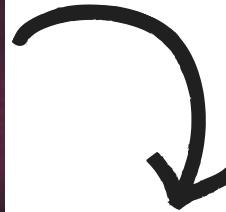
Where we'll meet

Each Sunday we'll work in an open-air kitchen with a beautiful view of the serene Njoroge home.

What we'll learn

Simple, fun dishes inspired by local Kenyan culture, perfect for family meals or pairing with your favorite cocktail.

Suzan



Landing Page:

Client: Nutricook

Tools used:

- Mailchimp

Contribution- Entire layout and concept Idea

Goal: Kenyan influencer shares a link to a landing page with a special discount code for their followers.

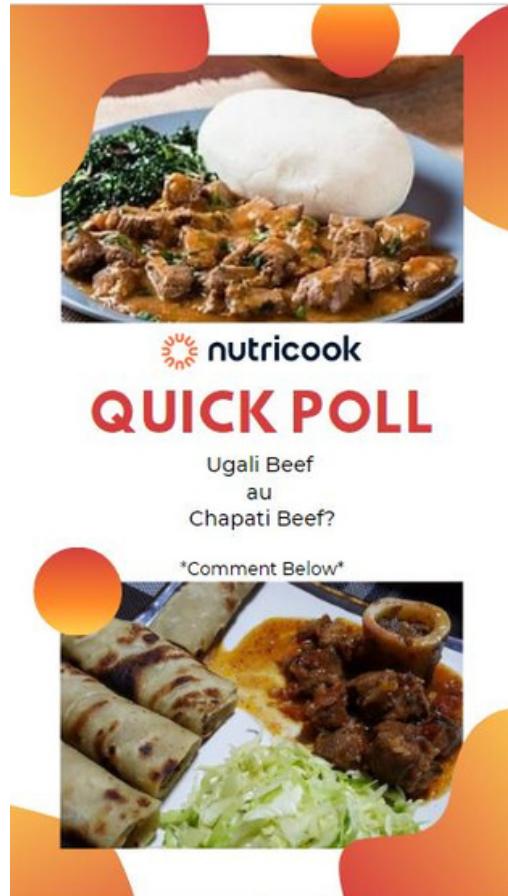
Link: <https://mailchi.mp/d278c050affd/nutricook>

Target Audience: 25-45 years

Theme: "Traditional meets Modern" cooking

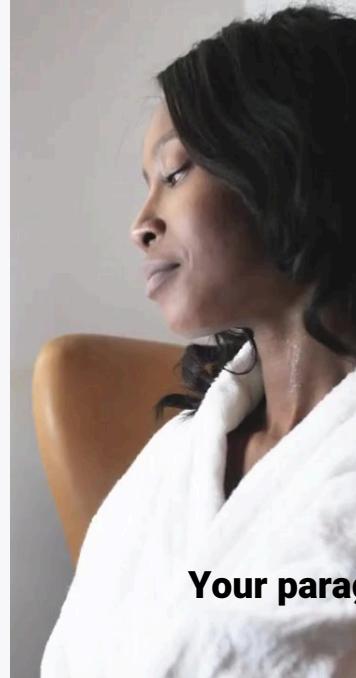


Facebook Post



Instagram Poll

Contribution: Concept Idea and Layout
Target: Creating localized and relatable content
e.g adaptation of local language
Tools used- Canva



Spritz
Essentials

book
now

Spa
Day

50%
OFF



Video Link:

[https://www.canva.com/design/DAGCvh2cGmc/fF2bCSj0kEbSGpiEFfpeLg/edit?
utm_content=DAGCvh2cGmc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton](https://www.canva.com/design/DAGCvh2cGmc/fF2bCSj0kEbSGpiEFfpeLg/edit?utm_content=DAGCvh2cGmc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

**My contribution: idea concept
and layout design**

Results



Project Implementation

I implemented and planned the tender processes for key target accounts. Successful onboarding and contract implementation, increased revenue of 15% yearly.



Digital communication

I successfully crafted and boosted content across website and social media platforms increasing annual sales by 10% yearly



Website Design

I led the team for website redesign to grow traffic and awareness base by 20%. I successfully worked on the SEO and SEM, driving traffic to our website.



Analytics and Reporting

I have worked with google analytics and HubSpot to track performance of digital platforms and campaigns, observing impact to audiences



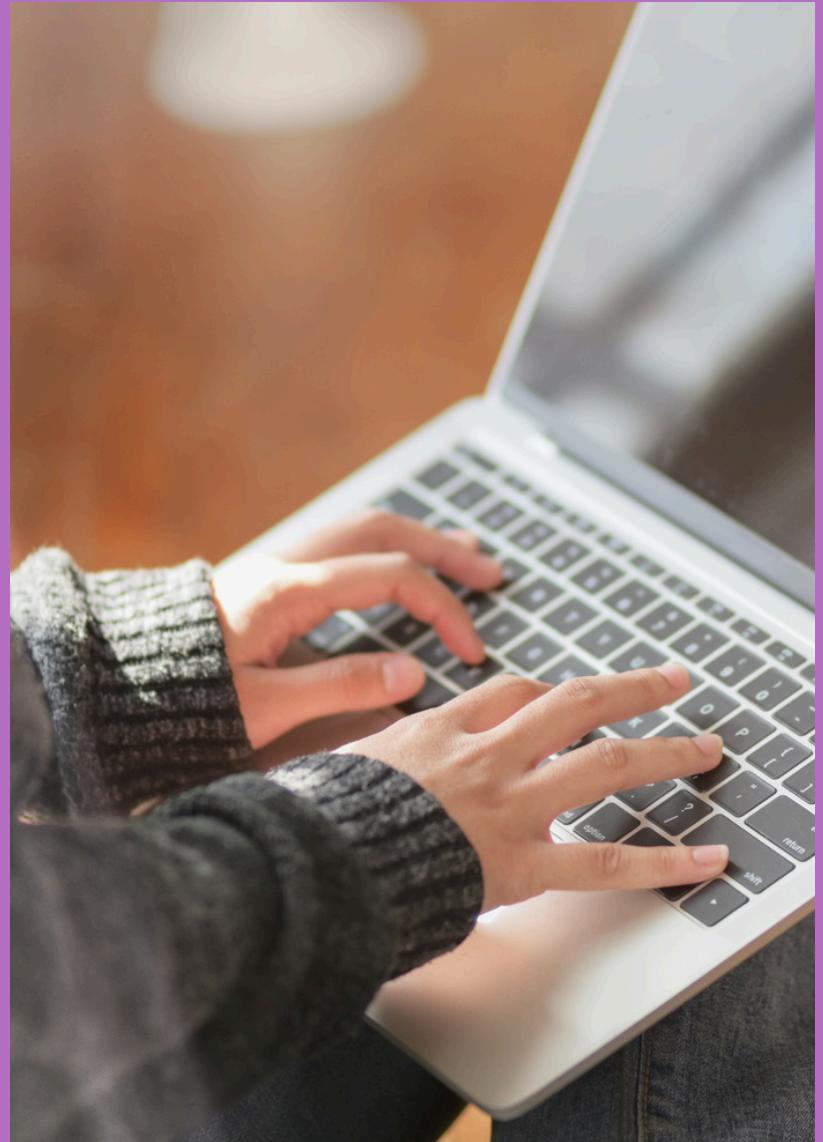
Content Production

Implementation and dissemination of monthly newsletters and email marketing with Mailchimp, Luma.Creative writing and successful publishing of blog posts and web content.

"I am glad to have worked with her over the years. She is intelligent, kind and she can balance multiple responsibilities at once. Any organization would be lucky to have her."

Agnes Maingi

DEPARTMENT HEAD, RIVERCROSS TRACKING LTD



Reach out

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