Robinson Muyanzi

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Nairobi, Kenya

​**Summary**

​Highly analytical and detail-oriented content enthusiast with 3 years of experience in digital media analysis and content classification. Eager to contribute to Netflix’s Data & Insights team as a Content Metadata Analyst. I have a proven ability to meticulously analyze diverse content, extract nuanced insights, and apply precise metadata to optimize content discovery and personalization for a global audience. Adept at leveraging data to inform content strategy and enhance user engagement within fast-paced environments.

​***Skills***

​Content Analysis & Tagging: Genre Classification, Theme Identification, Narrative Structure Analysis, Character Archetypes, Tone Assessment, Cultural Nuance Recognition (East African focus), Sensitive Content Identification, Content Quality Evaluation, Metadata Application, Taxonomy Development, Content Auditing

​Data & Insights: Data Interpretation, Qualitative Research, Reporting, Trend Analysis, User Behavior Analysis , Data Management Systems (Google Sheets, MS Excel), Data Integrity, Content Performance Tracking.

​Technical Proficiency: Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides), Slack.

​Communication & Collaboration: Cross-functional Teamwork, Written and Verbal Communication, Presentation Skills, Active Listening, Interpersonal Skills, Stakeholder Engagement

​Industry Knowledge: Deep Understanding of Global Entertainment Content (Film, TV Series, Documentaries, Animation), Streaming Platform Dynamics, Audience Preferences, Current Affairs, Cultural Trends, Media Landscape of East Africa

​Experience

​Content Operations Lead | What’s Good Media | Nairobi, Kenya

March 2023 – Present

​Led a team of 3 content analysts in the categorization and tagging of over 500 hours of diverse digital video content, including web series, music videos, and documentaries for online platforms.

​Developed and implemented new metadata tagging guidelines, which directly improved content search ability by 15% and reduced user bounce rate on internal content hubs by 8%.

​Conducted in-depth qualitative analysis of audience engagement data to identify popular themes and narrative styles across various content formats, informing future content acquisition and production strategies.

​Collaborated directly with product and marketing teams to ensure metadata accuracy and consistency across content delivery pipelines and promotional campaigns.

​Managed the content audit process, ensuring data integrity and compliance with internal standards for a library exceeding 2,000 digital assets.

​Junior Content Analyst | NextGen Studios Africa | Nairobi, Kenya

October 2021 – February 2023

​Analysed and categorized over 300 films and TV series based on genre, themes, and narrative elements, contributing to a 10% increase in content discoverability for partner platforms.

​Applied precise metadata tags to enhance search engine optimization (SEO) and improve content recommendation algorithms for digital distribution.

​Conducted research into cultural nuances and regional sensitivities to ensure appropriate content tagging for diverse audiences across East Africa.

​Assisted in maintaining and updating a large digital content database, ensuring data accuracy and consistency for publishing schedules.

​Provided weekly reports on content performance, leveraging internal metrics and user feedback to identify trends.

​***Education***

​Bachelor of Arts in Film and Animation | Multimedia University of Kenya | Nairobi, Kenya ; September 2018 – June 2021

​Relevant coursework included: Film Analysis, Media Theory, Visual Storytelling, Digital Content Creation, Screenwriting, Media Ethics, Cultural Studies, Introduction to Data Analytics.

​Completed a final year thesis project titled “Narrative Deconstruction in Contemporary East African Cinema,” involving in-depth analysis of thematic and structural elements.

​Active member of the University Film Society, leading discussions on global cinema and contributing to student film critiques.

​***Projects***

​Independent Research: “Audience Engagement with Localized Content on Global Streaming Platforms”

​Description: Conducted a self-initiated research project analyzing user comments, reviews, and social media discussions related to Kenyan and East African content available on major international streaming services. Developed a thematic coding system to identify key drivers of audience engagement and disengagement.

​Technologies/Skills Used: Google Sheets, Qualitative Content Analysis, Thematic Coding, Social Listening (manually).

​Awards & Recognition

​Dean’s List Honoree, Multimedia University of Kenya (Academic Years 2019, 2020)

​Interests

​Avid consumer of diverse global entertainment, with a particular focus on independent cinema, documentaries, and animated series from various cultures.

​Regularly attends local film festivals (e.g., Kalasha International Film & TV Festival, DocuFest Africa and participates in online discussions about media analysis.

​Keen interest in the evolving landscape of digital content distribution and the impact of AI on content discovery.