

TIRSAH BIRESI WILLIAMS

BROADCAST PRODUCER. DIGITAL MARKETER. VIDEOGRAPHER.

PHOTOGRAPHER. EDITOR Mobile: +2547 0705 3381

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PROFILE

Dedicated and skilled digital marketer with a Bachelor's degree in Broadcast Production, seeking challenging opportunities to leverage my creative and technical expertise in producing high-quality video content and being able to market it in various platforms.

A digital content producer, social media manager and editor with 4 years of experience in videography, photography, video editing, photo editing, content production and digital marketing with a proven history of successful collaborations with various clients and brands. Possessing skills in the latest video and photo editing tools and techniques, photography and videography skills and digital marketing skills seeking an opportunity to grow professionally.

Being a dedicated team player is integral to my work ethos and I thrive in collaborative environments. I believe in fostering a culture of teamwork where diverse perspectives combine to yield innovative solutions.

SKILLS

- Extensive knowledge of camera operation, lighting techniques, and audio recording
- Proficient in video editing software, including Adobe Premiere Pro, Final Cut Pro, and DaVinci Resolve
- Strong understanding of storytelling principles and the ability to convey a compelling narrative through video
- Photo editing with Adobe Light room and Photoshop
- Phone editing using Capcut and Inshot)
- Graphics designing using Adobe Illustrator, Photoshop and Canva
- Search engine optimization and marketing (SEO and SEM). Proficient in optimizing web content for search engines to improve traffic and ranking
- Email marketing via Mail Chimp for effective email campaigns hence turning emails into revenue
- Proficient using multi-social posting programs like Echo box, Creator Studio, Tweet deck and Aim tell
- Excellent research skills with profound knowledge in SEO and Google analytics
- Data analysis. Proficient in analyzing data to make data driven decisions and optimize campaigns
- Social media advertising. Well knowledgeable in communicating with impactful influencers and running ads on various social media pages
- Audio editing using Adobe Audition
- Corporate photography
- Scripting for TV and social media video productions
- Directing and video mixing live productions
- Sound narration and voicing for advertisements and radio
- Social media content production, management and marketing. Proficient in managing Instagram, Twitter, YouTube, Tiktok and Linked In and disseminating content in these platforms
- Skilled in Inbound marketing to tailor experiences to customers based on their needs
- Proficient in the use of the Microsoft suite
- Excellent communication and collaboration skills
- Familiarity with broadcast standards and regulations
- Strong interpersonal skills
- Team management and project organization skills
- Sound problem resolution and critical thinking skills
- Budgeting and data organization skills
- Scheduling and strategic planning
- Adaptable and ready to face challenges

EXPERIENCE

FEBRUARY 2024- CURRENT-

INCEPTOR TECH KENYA

DIGITAL MARKETER, CONTENT PRODUCER, PHOTOGRAPHER AND VIDEO EDITOR

- Videography for online content and digital stories
- Hosting a YouTube show; The Tech Terrain
- Video editing
- Social media management and marketing on YouTube, Instagram, Facebook and TikTok
- Running YouTube Ads
- Creating digital marketing campaigns
- Generating quality blog content
- Graphics designing of posters for social media posts
- Identifying trends and insights
- Strategizing with marketing professionals
- Building brand awareness
- Photography and photo editing
- Training and mentorship for video production
- Scripting for interviews and other productions
- Generating creative ideas for social media content

JANUARY 2021- DECEMBER 2023-

UNC TV AND RADIO

TV PRODUCER, VIDEOGRAPHER AND VIDEO EDITOR

- Videography for TV productions and digital stories
- Editing of videos for TV and brand projects
- Production of live events for TV
- Pre-recorded video productions
- Liaise with the University's corporate affairs office to get production projects and fulfill them
- Social media management and marketing of the YouTube, Twitter and Instagram channels
- Inbound marketing associated with the students and tailoring shows based on their interests
- Data analysis majorly through Google analytics and the Creator Studio
- Live radio productions
- Scripting for TV shows and social media stories
- Narration for digital stories
- Interviewing in live TV productions
- Directing and visual mixing
- Graphics and animation for TV
- Website management
- Corporate photography
- Sound for TV and radio productions
- Lighting for TV productions

OCTOBER 2022- DECEMBER 2022- UNESCO O3+ PROJECT

VIDEO EDITOR, SCRIPT WRITER, VIDEOGRAPHY AND PRODUCTION

- Editing of over 30 videos for a drama series
- Scripting of over 30 episodes of a series
- Videography for a YouTube production
- A/B Testing to figure out which content aligns more with the audience based on feedback
- Developing of social campaigns for concerts and brand awareness
- Podcast productions of over 60 episodes of an educational program
- Lighting and sound for video productions
- Casting manager for a drama series

NOVEMBER 2023-DECEMBER 2023-KUPCA (KENYA UNIVERSITIES PROFESSIONAL COUNSELORS ASSOCIATION)

PHOTOGRAPHER AND VIDEO EDITOR

- Monitoring SEO and user engagement and suggest content optimization
- Corporate events photography
- Videography and editing of social media videos for advertisement campaigns

- Photo editing and color grading
- Website management

JANUARY 2020- NOVEMBER 2020- TI DESIGNS (FASHION BRAND)

PHOTOGRAPHER, PHOTO EDITOR, SOCIAL MEDIA CONTENT

PRODUCER

- Product and events photographer
- Email marketing via to potential, current and repeat customers
- Generating, editing, publishing and sharing engaging content daily (i.e. original text, photos, videos and news)
- Editing of pictures and videos for social media
- Designing and implementing social media strategies to align with the channel's goals
- Production of fashion content
- Ensure that the products are in line with current and potential customers
- Manage the portfolio of products on Instagram
- Monitoring of market trends and keeping a close eye on competitive products in the marketplace
- Social media manager
- Director of photography and photo editing
- Digital brand marketing through social media apps and communication with influencers
- Commercial model for an online magazine (Desky)
- Measuring successes of social media campaigns

EDUCATION

CERTIFICATIONS

- Computer, life skills and entrepreneurship program at Daystar university- 2018
- Certified journalist by the Media council of Kenya- 2022
- Certificate of project completion as videographer from UNESCO- 2022
- Driving and defense classes at Africana driving school- 2018

2019– 2023

BACHELOR'S DEGREE IN BROADCAST PRODUCTION

University of Nairobi- 2ND Class Upper

2014– 2017

HIGH SCHOOL CERTIFICATE

Kisumu Girls High School

ACHIEVEMENTS

- Directing, producing and visual directing for major events such as the visit of the Italian president to Kenya, the visit of Bill Gates for the *Melinda Gates Foundation* and the 68th, 69th and 70th live graduation ceremonies at the University of Nairobi
- Fulfillment of a Bachelor's Degree in Broadcast production getting various accolades from the Vice Chancellor along the journey
- Increased brand awareness by 8% over the 3months working at Inceptor technologies Kenya
- Increased brand engagement and traffic by over 50% at UNC TV and 40% at TI Designs
- Conducting a successful social media campaign for the UNESCO 03+ project that led to a physical attendance of 150% which was an overachievement based on the expected attendance
- Production of over 100 videos for various brands and companies
- Production, directing and visual mixing for over 50 live events for TV
- Collaborations with various brands on photography, editing and social media content creations
- Editing of an educational drama series with over 20episodes
- Casting and auditioning of actors that led to a successful production
- Script writing for a drama series
- Successfully directing and delivering on brand photoshoots

ADDITIONAL INFORMATION

- Fluent speaker of English, Kiswahili and French
- Award winning journalist
- Winner of the numerous trophies for drama and stage play
- Blogger and content curator on YouTube, TikTok and Instagram
- Skilled driver with 5 years of experience

REFERENCES

Maryanne Ndung'u

LECTURER UNIVERSITY OF NAIROBI

Phone: 0721355155

Fredrick Ogutu

Oiye PRODUCER

UNC TV Phone:

0721445003

Any other references available upon request.