

## **ISAAC LEMAYIAN**

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Location: Nairobi, Kenya

### **COMMUNICATIONS AND DIGITAL MEDIA PROFESSIONAL**

#### **PROFESSIONAL SUMMARY**

Strategic communications specialist with expertise in digital media, content development and visual storytelling. Adept at transforming complex ideas into compelling, audience-centric content for NGOs, faith-based organizations and global clients. Combines technical proficiency in design tools with cross-cultural communication skills to drive engagement, brand consistency and measurable results. Passionate about leveraging media for social impact, education and community development.

#### **EDUCATIONAL BACKGROUND**

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|-------------|--|
| 2020 – 2024 | <b>Tangaza University College</b><br><i>Bachelor of Education (Science) in Chemistry and Biology</i><br>Graduated with Honors GPA: 4.0/A – 72 points |
| 2016 – 2019 | <b>Olmopitit Manhae Secondary School</b><br>Kenya Certificate of Secondary Education (K.C.S.E)<br>Mean Grade: B+                                     |

#### **WORK EXPERIENCE**

##### **1. Graphic Designer**

*Drivers Mart Motors | Nairobi | July 2024 – Present (Part-Time)*

- Develop high-impact visual assets for digital and print campaigns including car listings, promotional materials and social media content.
- Partner with marketing teams to align designs with brand identity, enhancing customer engagement across Facebook and Instagram.
- Conceptualize and produce event banners, brochures, and branded collateral to support sales and community outreach.

##### **2. Freelance Graphic Designer & Presentation Specialist**

*Fiverr & Upwork | 2022 – Present*

- Deliver bespoke presentations and branding kits for 100+ global clients in corporate, academic, and nonprofit sectors.

- Translate complex concepts into visually streamlined slides, ensuring clarity and professional polish for pitches, reports, and trainings.
- Maintain 100% client satisfaction with 5-star ratings for creativity, timeliness, and adaptability to diverse industry needs.

### **3. Graphics Designer & Communications Assistant**

*Karen Africa Gospel Church (AGC) | 2020 – Present*

- Spearhead visual content strategy, designing weekly graphics, sermon series materials, and event promotions to amplify engagement.
- Oversee livestream production, including setup coordination, post-event editing, and multimedia archiving.
- Optimize church communications through dynamic social media campaigns, increasing visibility and congregational participation.

### **4. Communications Intern**

*Africa Gospel Church Kenya | Nairobi | Jan 2023 – May 2023*

- Produced multimedia content for newsletters, social platforms, and campaigns, boosting digital outreach.
- Filmed and edited event recaps, testimonial videos, and promotional clips to support community initiatives.
- Managed real-time online engagement during livestreams, ensuring seamless viewer interaction.

### **5. Student Council Secretary**

*Tangaza University College | 2023 – 2024*

- Served as primary liaison for student body communications, organizing forums and cross-cultural events.
- Drafted official announcements and facilitated collaboration among 20+ student groups.

## **TECHNICAL SKILLS**

- ✓ Canva, WordPress, Elementor, Figma
- ✓ Adobe Photoshop, Illustrator, Premiere Pro, After Effects
- ✓ Microsoft Office Suite (Word, PowerPoint, Outlook, Excel)
- ✓ Basic HTML/CSS and CMS Platforms (WordPress, Joomla, Webflow, Framer)

## **SOFT SKILLS**

- ✓ Team Collaboration
- ✓ Creativity & Innovation
- ✓ Cross-cultural Communication
- ✓ Time Management & Organization

## **ACHIEVEMENTS**

- ✓ Built, and currently manage, Karen AGC's WordPress website, modernizing congregational communication.
- ✓ Launched social media campaigns for Karen AGC that increased event attendance by 30% through targeted visuals and storytelling.
- ✓ Recognized by Tangaza University for leadership in coordinating multicultural student initiatives as Council Secretary.
- ✓ Completed 100+ freelance projects with a 5-star track record for delivering client-tailored designs under tight deadlines.

## **LANGUAGES**

- o English
- o Swahili

## **INTERESTS**

- |                                     |   |
|-------------------------------------|---|
| o Digital Storytelling for advocacy | o Community-driven design                         |
| o Open-Source Knowledge Sharing     | o Sustainable development education               |
| o Youth empowerment through media   | o Volunteering and community outreach initiatives |

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## **REFERENCES**

Available upon request.