

# ESTHER NYAWIRA GITAKA

## CAREER OBJECTIVE

I am a professional who constantly seeks opportunities where I can exploit my full potential, innovative, expand my personal capacity and gain new insights contributing to the growth of the organization while creating positive impact in my community.

## CONTACT DETAILS

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## SKILLS & MAIN INTERESTS

Stakeholder Mapping and Engagement  
Content Development  
Communication and Presentation  
Research and Professional Writing  
Business Development  
Creative Writing  
Storytelling for Impact

## REFEREES

### Catherine Nyambala

Executive Director, STEM Africa  
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### Diarietou Gaye

Vice President Corporate Secretary,  
World Bank Group  
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### Jef Dupain

Director, Antwerp Zoo Foundation  
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## VOLUNTARY CAUSES

-Kenya Environment Activists Network  
Resource Mobilization Lead.  
-Volunteer Environment Teacher for  
children within the community.  
-Global Youth Forum: Member and  
Chair Nairobi County. 2015- 2017

## WORK EXPERIENCE

### Earth Optimism- Kenya Coordinator

Tropical Biology Association | Dec 2020 - May 2021

- Ideation and execution of #EarthOptimismVoices advocacy and campaign.
- Research and highlighting of women led impact stories (over 50% of all stories) during the campaign #EarthOptimismVoices.
- Media outreach and engagement to further share stories of impact from across the country, as well as preparation of press releases, media clippings and communication reports.
- Moderation and content creation for all Earth Optimism Kenya's website and pages across all social media platforms.
- Creation of strategic partnerships with partners from government organizations, non governmental organizations, Youth groups, and community based organizations.
- Successfully executed Earth Optimism Kenya Virtual Summit having over 50,000 participants across the country.
- Strategic development and management of the Virtual Summit.

### Discover and Link Business Association

Founder, Business Development Lead | Sept 2018- Present

- Set up and accreditation of Business Association
- Over 300 businesses and individuals in our database.
- Media relations and partnerships for features on our work on digital print and mass media.
- Advocacy for small businesses especially women led businesses with respect to local, county and national governments.
- Successfully held first ever Kiambu Business Expo in Kikuyu town and three breakfast networking sessions.
- Identification of strategic partners within the local community to partner and work with on various projects.
- Strategic communication and work plan development as well as execution.
- Content creation and moderation across various platforms.

### Earth Day Coordinator, Kenya

Earth Day Network | September 2019 - Dec 2020

- Mapping and engagement of over 500 local and international partners, volunteers and organizations for Earth Day Network's 50th anniversary.
- Set up, research, moderation and content creation for all Earth Day Network Kenya's pages across all social media platforms.
- Creation of strategic partnerships with partners from government organizations, non governmental organizations, Youth groups and community based organizations.
- Successfully executed Earth Day Kenya online campaigns, webinars and collaborative activities reaching over 200,000 individuals across the country.

## AWARDS | ACHIEVEMENTS

### Canada IFC Youth Engagement New Media Project

Participant in the new media training in Accra, Ghana

### Photo Ark Challenge

National Geographic Photo Ark Challenge, Nairobi, Kenya.

### Sustainable Development Goals Talent

Unleash, Focus on SDG 2. Copenhagen, Denmark

### #Blog4dev 2017 Winner

Topic: To farm or not to farm: What opportunities exist for the Kenyan youth to prosper in agriculture and agribusiness.

World Bank Spring Meetings, Washington D.C

## LANGUAGES

Kiswahili	Native Speaker
English	Fluent
French	Intermediate

### Founder, Projects Coordinator (Part Time)

Discover Kikuyu | Oct 2017 - present

- Successfully executed first ever Business Expo in Kiambu county, working with over 50 SMEs and corporates.
- Spearheaded set up of business association with accreditation from Micro and Small Enterprises Authority for youth led SMEs in the sub county.
- Delivered bi-lateral support for over 20 youth led SMEs for Young Africa Works training with Equity Bank.
- Successfully set up strategy and rolled out community podcast with reach of over 600 listeners.
- Successfully mapped and engaged necessary stakeholders in public and private sector.
- Worked in partnership with county government to commemorate World Youth Skills Day that brought over 200 youth together to showcase their technical and vocational training skills.
- Created and curated content across all social media pages, bulletin, newsletter and website utilizing tools such as Anchor, MailChimp, Canva, WordPress and Joomla.

### Finance and Administration Manager

The Carrot Co. | July 2018 - September 2019

- Successfully handled all administration and logistical issues for guests and panelists during the KAN Festival in Arusha, Tanzania.
- Supervised 2 interns in communication and social media.
- Content creation and moderation for different social media platforms and website.
- Promotion of gender through a women only policy analysis and policy writing workshop and emphasis on women's stories in matters peace and security.
- Successfully handled all communication and logistical issues for guests and panelists for the first Africa Scratch conference held in Nairobi.
- Media outreach and engagement through press releases, media briefs and clippings.
- Content moderation and creation across all the organization's social media pages.

### Finance and Operations Manager

Fox Organic Farms Limited | October 2017- June 2018

- Supervised a team of six employees in production, sales and operations.
- Oversaw planning of work flow on the farm and resource allocation in all departments.
- Attained the setup of standard operating procedures and financial reporting structures
- Prepared annual budget, monthly financial and operational reports.

### Secretary General

African Primatological Consortium for Conservation | January 2017- October 2017

- Facilitated and reported on collaborative research work among members in 16 countries.
- Successfully steered preparation and execution of a member's inaugural conference in Kinshasa DRC (with 50-80 participants).
- Oversaw compilation and consolidation of communication activities for the consortium as well as content creation across all platforms.
- Spearheaded and advocated for youth participation in conservation leading to a forum which attracted over 70 participants.

## TRAININGS

### **Greening Consumption and Production**

6 week online course by Global Environmental Fund focusing on key issues related to greening production, consumption and supply chains from a biodiversity standpoint.

### **Switch Africa Green**

SEED Starter Workshop, Nairobi, Kenya  
Theme: Eco Enterprise Development

### **Leadership and Entrepreneurship**

YALI (Young African Leadership Initiative), East Africa Regional Centre, Business and Entrepreneurship track.

### **Collaborative Research Methods**

USAID, University of Nairobi Initiative

### **Scientific Communication and Publishing**

Training Centre in Communication, Nairobi, Kenya

### **Business Training**

Strathmore Business School

### **E-Commerce and Digital Marketing**

KEPSA E-Commerce Booster training

### **Kenya Youth Carbon Markets Training**

Eastern Africa Alliance on Carbon Markets and Climate Finance

### **Administration and Finance Assistant**

STEM Africa | March 2016 - February 2017

- Facilitated 70-100 female participants during digital skills workshops and training seminars
- Successfully led the planning and execution of six flagship career mentorship workshops and financial reporting.
- Enhanced and increased company online outreach and engagement by 600%.

### **Finance and Accounting Consultant**

Brandhouse Solutions | October 2015 - March 2016

- Attained the creation of finance and accounting reporting structures and internal controls for asset and resource tracking.
- Creation and maintenance of a database with about 100 clients
- Achieved 40% cost reduction through centralization and consolidation of financial activities.

### **Field Researcher**

Institute of Primate Research| May 2014 -October 2015

- Designed training manual to be used by students on internship in Karura forest attached to the Colobus project.
- Development of detailed work plan for the project in the two study sites
- Took lead in field data collection, reporting and presentation activities
- Presented on project status during the 2015 African Primatological Consortium Conference held in Kampala.

### **Chief Financial Officer**

Mushroom Blue Limited | August 2012 - April 2015

- Successful execution and continuity from project phase to post revenue phase.
- Took lead in successful project proposal writing and pitching for funding
- Successfully established operational and financial structures for the agribusiness startup
- Donor reporting on monthly expenditure, operations and progress as per developed work plan
- Creation and maintenance of a database with about 500 clients.

## ACADEMIC HISTORY

### **University of Nairobi**

MSc Biology of Conservation- Ongoing

- Pathway: Translocation and Introduction of wildlife species in new habitat and its effects on animal behaviour.
- Master Thesis: Foraging and Social Behaviour of the Black and White Colobus Monkeys in Kipipiri and Karura Forests, Kenya"

### **University of Nairobi**

2008- 2012 | BSc Microbiology and Biotechnology

2nd Class, Upper Division

Bachelor Thesis: Assessment of the efficacy of ginger (*Zingiber officinale*) and garlic (*allium sativum*) extracts against *Escherichia coli*, *Bacillus subtilis* and *Staphylococcus aureus*.

### **Vision Institute of Professionals**

2013 | Certified Public Accountant

CPA (K) Examined by Kenya Accountants and Secretaries National Examination Board (KASNEB)

### **Green Garden Girls High School**

2006 | Kenya Certificate of Secondary Education  
Mean Grade A-