



BRIAN MIHESO

Media Practitioner | Creative Designer | Content Creator

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LinkedIn: <https://www.linkedin.com/in/brian-miheso-98b962a1/>

Profile Link: <https://departments.embuni.ac.ke/corporateaffairs/index.php/our-staff/2-uncategorised/27-mr-brian-miheso>

Personal Details

Name: Brian Miheso

Gender: Male

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Email: brianmihesoscoh@gmail.com

Nationality: Kenyan

ID No.: 30725258

Profile Summary

I am a trained journalist, highly skilled in Corporate Communication, Media Relations and Content Creation. I have the ability to distil complex figures into compelling narratives. I hold a degree in Communication and Journalism from Maasai Mara University and also accredited by Media Council of Kenya. I am currently serving under the Corporate Affairs department of the University of Embu as a Content Creator and Visual Designer. I have previously worked as a content creator at Lubao FM and as a Cinematographer at the County Government of Vihiga. My hand-on skills include content writing, screen writing, photography, producing, directing feature stories and documentaries, visual effects, editing, UI/UX design and Graphic Design. I am passionate about music, art and culture and have expressed the same through my creative pieces.

Skills and Competences

- Graphic Design skills: Extensive knowledge of Graphics editing software including Photoshop, Illustrator and Indesign.
- Highly experienced in managing internal and external communications within an organization.
- Transcribing skills : Able to listen keenly and accurately convert speech to text.
- Ability to plan and execute campaigns and events.
- Ability to prepare content for press releases and publications.
- Conversant with Social Media Marketing: Facebook, Twitter, LinkedIn and Instagram marketing.
- Photography: Able to navigate top brand Cameras i.e. Canon, Nikon, Sony and take Professional photos.
- Proficient Cinematographer and Camera Operator.
- Editor: Extensive knowledge of Audio-Visual software including Adobe premier pro, Audition and After Effects.

Education and Qualification

2021: Digital Marketing:- Google Digital Skills for Africa / Ajira programme

2014 - 2019: Bsc. Communication and Journalism:- Maasai Mara University.

2013: Basic computer skills: Mount Kenya University, Kakamega Campus.

2008 – 2012: Secondary Education K.C.S.E:- Mukumu Boys High school. Grade: B (Plain)

1999 – 2007: Primary Education (K.C.P.E):- Embaga Primary School. Grade: 340 Marks

Work Experience.

July 2022 to Present

Position: Graphic Designer & Administrative Assistant
Employer: University of Embu
Station: Office of the Registrar, Vice-Chancellor

My responsibilities include;

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- Provide concept, draft, layout, and final design for the Monthly Flashlight Newsletter and the Flashlight Magazine.
- Prepare programme designs for meetings, activities, and events.
- Prepare timely season greetings and well-wish messages for special events.
- Liaise with the Marketing team to Prepare Digital Marketing materials for quarterly campaigns.
- Provide cinematography service in the production of Documentaries and Publicity videos.

Jan 2021 to Jan 2022

Position: Creative Designer / Media Practitioner (PSC Intern Corhot 3)
Employer: Public Service Commission
Station: University of Embu

My responsibilities include;

- Prepare graphical materials; Brochures, flyers, banners and posters
- Execute digital marketing strategies and tactics in line with the strategic objectives of the University
- Attending University events and writing news articles.
- Editing videos for marketing campaigns and publicity of the University.
- Compilation of a monthly and annual Flashlight Newsletter.
- Create, manage and publish original high quality content applying marketing research and development methods to ensure the School is at par with emerging trends and technologies.

2019- 2020

Position: Communication Officer (Intern)
Employer: County Government of Vihiga
Station: Vihiga County Press

my responsibilities include;

- Video coverage of county government's major events.
- Editing and compilation of feature stories to be uploaded on social media and YouTube channel.
- Creating marketing materials.
- Designing and Layout of the County's newsletters
- Social Media Marketing.

Work Experience.

2019 (May -July)

Position: Attachee
Employer: Lubao FM
Station: Lubao FM News Desk

My responsibilities include;

- Updating news on social media platforms
 - Editing graphical works
 - Uploading news on Lubao FM's website
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2014-2018

Position: Freelancer
Employer: Mwangaza Studios Narok
Station: Freelance

My responsibilities included covering wedding videos, designing posters and Editing the videos.

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2016

Position: Photographer
Employer: Kubamba, K-Crew
Station: Kubamba

My responsibility was to capture exciting moments during school missions in different schools then edit them for the purposes of uploading them on social media.

Consultancy Experience

**February
2024**

Position: Graphics & Multi-Media Design
Employer: Vice-Chancellors Committee
Station: Freelance

My responsibility was to do the overall branding designs (including flyers, handbooks, programme booklet, nametags and banners) for the 2024 Leadership Training Workshop for Vice-Chancellors and Principals

Hobbies

- Music video directing and editing
- Wedding Photography
- Dj Mixing
- Drawing and Painting
- Team Building Activities
- Singing

Portfolio Links

1. Profile links

LinkedIn: <https://www.linkedin.com/in/brian-miheso-98b962a1/>

Behance: <https://www.behance.net/brianmihesoscoh>

University of Embu: <https://departments.embuni.ac.ke/corporateaffairs/index.php/our-staff/2-uncategorised/27-mr-brian-miheso>

2. Links of published projects

- <https://www.youtube.com/watch?v=qOkIm4Lozl4>
- <https://www.youtube.com/watch?v=ZE1YP01YgXk>
- https://drive.google.com/file/d/1Koh__qwu7CoZ15pPpLx3ttrWDC4ltUj3/view?usp=drive_link
- <https://drive.google.com/file/d/1DU647F7xFIGpaK8KIsorBZ1HVbxAYNe2/view>
- https://drive.google.com/file/d/1k6UKAzEDVNus_9MAgKP3gZWGHFF7ZOzC/view

Referees

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