



## Topister Akinyi

 Nairobi, Kenya

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## Professional Summary

Creative and energetic content creator with 3+ years of experience producing viral dance and lifestyle content. Specialized in short-form video platforms (TikTok, Instagram Reels) with a combined following of 100K+. Passionate about showcasing Kenyan youth culture through engaging digital content and brand collaborations.

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## Key Skills

- ✓ Viral content creation & trend adaptation
  - ✓ Video editing (CapCut, Premiere Rush)
  - ✓ Social media growth strategies
  - ✓ Brand partnership management
  - ✓ Dance choreography
  - ✓ Basic photography & lighting
  - ✓ Audience engagement analytics
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## Professional Experience

### Content Creator | Self-Employed

\*2021 - Present\*

- Create 5-7 weekly dance/lifestyle videos averaging 50K+ views
- Collaborated with 12+ local brands (Fashion Nova KE, Mombasa Beach Resort)
- Grew TikTok following from 0 to 78K in 18 months
- Develop trending audio/challenge concepts with 3.2M+ total video likes

### Social Media Assistant | Coastal Creatives Agency

\*2022 (3-month internship)\*

- Assisted in content planning for 5 influencer clients

- Researched platform-specific trends (TikTok vs. Instagram)
  - Managed engagement analytics reports
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## Education

### Mombasa Technical Training Institute

Diploma in Digital Media • 2021-2023

### St. Mary's High School

KCSE Certificate • 2017-2020

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## Content Highlights



"Nairobi Sunset Challenge" - 2.1M views (TikTok)



Increased brand engagement by 40% for *Pwani Fashion Week*



Featured dancer in *Spotify Kenya's Afrobeat Campaign*

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## Tools & Platforms

- TikTok • Instagram • YouTube Shorts
  - CapCut • VSCO • Lightroom
  - Google Analytics • Meta Business Suite
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## Languages

- English (Fluent)
  - Swahili (Native)
  - Sheng (Conversational)
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## References

Available upon request