

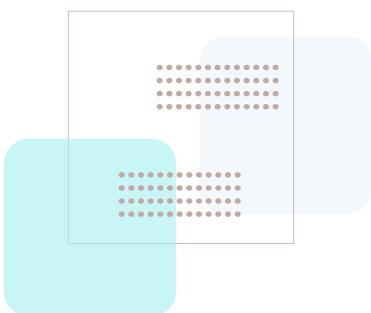
Digital Marketing

Lead

Portfolio



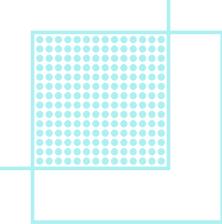
Loise Mwende Kalekye



About Me

Hi there! I'm Loise Mwende Kalekye—but feel free to call me Kalekye or Nana, as my friends and colleagues do. I'm a passionate marketing leader who loves creating connections that matter—whether it's through stakeholder management, brand storytelling, partnerships, or community-building initiatives. With every campaign, event, or collaboration, I aim to leave a positive impact and inspire action.

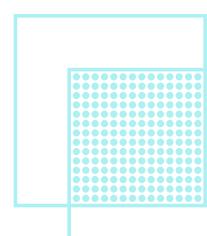
I thrive in fast-paced, dynamic environments where I can align creative ideas with data-backed strategies to build campaigns that engage, educate, and resonate with diverse audiences.



Key Achievements



Here are some highlights of my career:

- Increased Lead Generation by 130%: Spearheaded multi-channel campaigns at SunCulture, resulting in a 130% increase in lead generation and a 45% improvement in lead conversion rates.
 - Improved ROI by 45%: Optimized paid search and social media campaigns, achieving a 45% increase in ROI and a 130% boost in customer acquisition.
 - Reduced Cost-Per-Lead (CPL) by 15%: Managed media planning and budget allocation, reducing CPL by 15% while increasing lead volume by 130%.
 - Drove Product Adoption by 40%: Collaborated with product teams to launch campaigns that increased product adoption by 40% within the first quarter.
 - Spearheaded different impactful campaigns like Jitambulisse na SunCulture , Krisi kisisi and sowing the seeds of change
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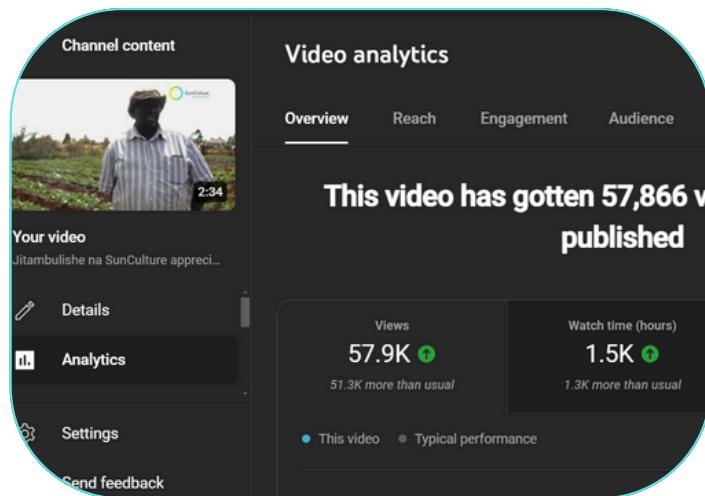
Campaign Showcase

Campaign 1: Jitabulishe na SunCulture (SunCulture)

Went Across the country Highlighting top customers stories, featuring the customers journeys from before and after purchasing the product.

The story telling helped to create a lasting impact combined with CSR initiatives like rewarding farmers

- Results:
 - Reached over 100,000 potential customers.
 - Generated 10,000+ high-quality leads.
 - Increased brand visibility by 240%.



Campaign Showcase

Campaign 2: Sowing the seeds of change

- Objective: Grow subscriber base and nurture leads through educational content.
- Strategy: Email marketing automation using Mailchimp, with personalized content and segmentation.
- Results:
 - Grew subscriber base to over 9,900.
 - Achieved a 25% increase in email open rates.
 - Nurtured leads, contributing to a 45% improvement in conversion rates.



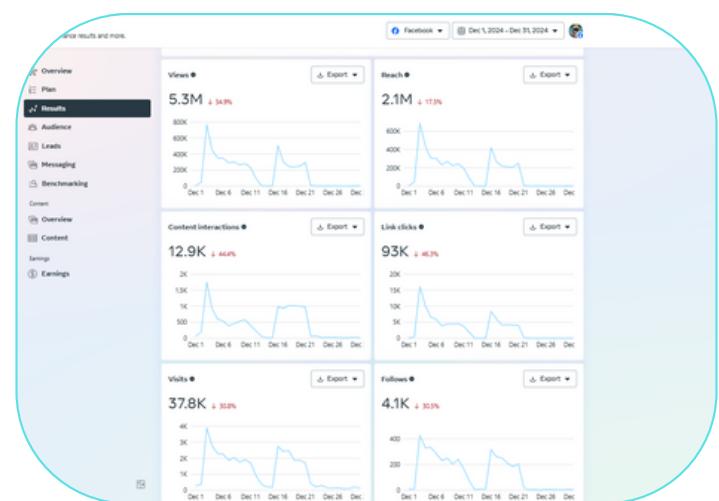
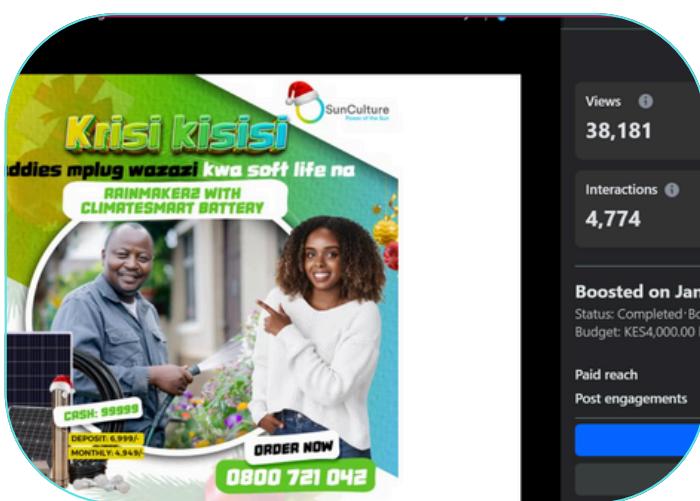
Campaign Showcase

Campaign 3: Seasonal Campaigns - Krisi Kisisi

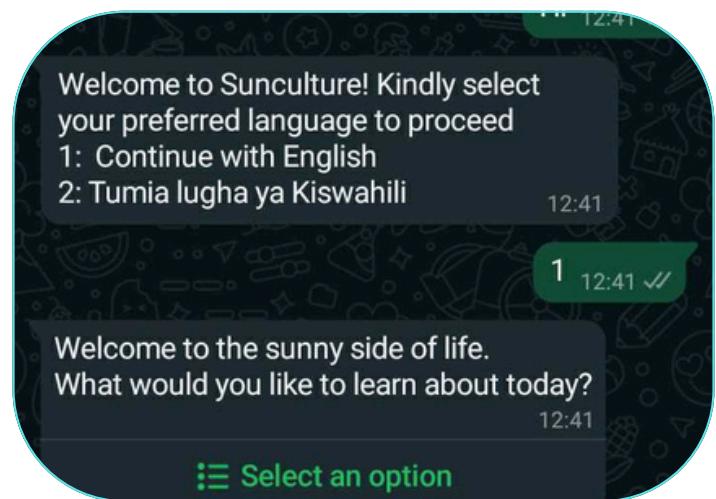
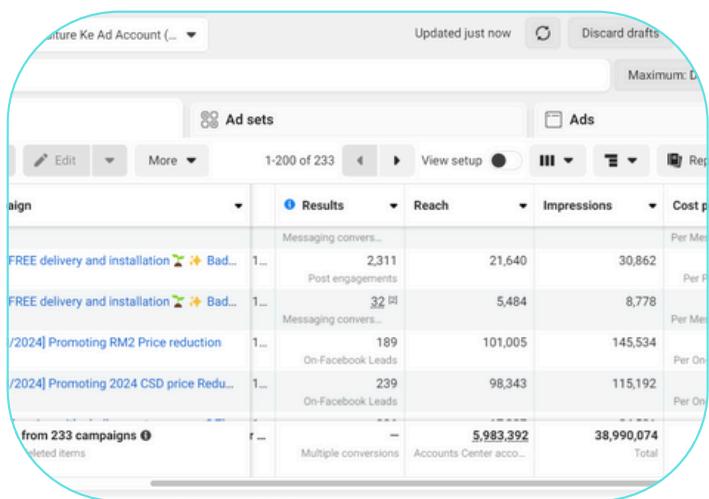
- Objective: Pushing product update during Chrismas Period
- Strategy: Target Chrismas Period, Campaign focused on chrismas nuaunces

Results:

- Achieved a reach of 2.1M.
- Garned over 4.1K followers
- Improved organic traffic by 70%.



Multichannel Communication Strategy with a Twist



I led the creation of engaging campaigns across social media and digital channels, adding personality and charm to every message and campaign.

By using AI tools, I optimized messaging using a WhatsApp chatbot and live chat on the website, driving 30% higher engagement and improving conversions with engagements reaching 38M in meta.

Capacity Building & Training Communications

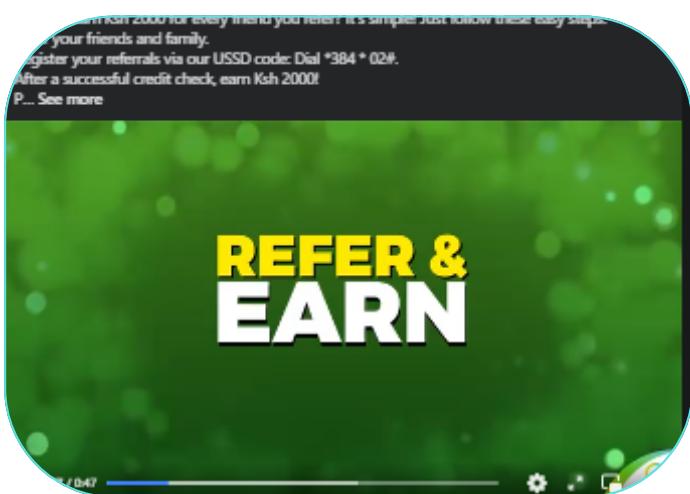


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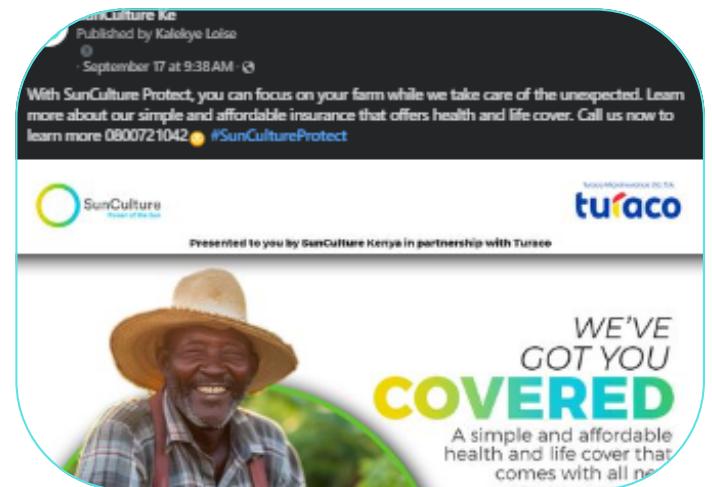
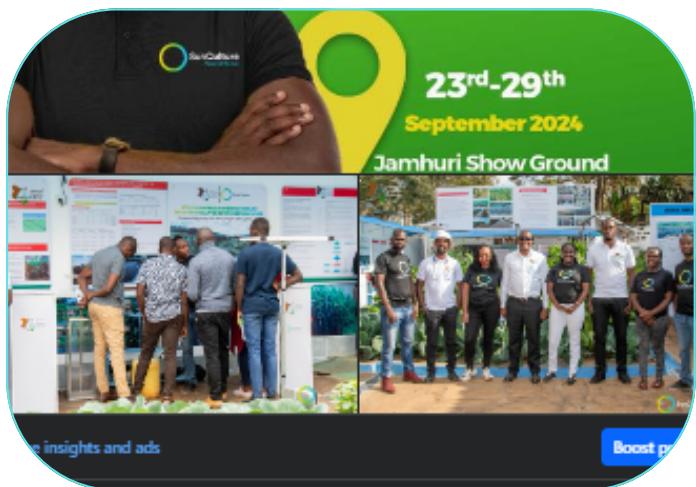
1. Surface Pump Introduction
2. Customer Profile
3. Product Features
4. Changes from Existing product Portfolio
5. Product Prices
6. Customer Buying Journey
7. Selling points
8. Selling Process
9. Client Registration Process
10. Commission Structure



Working closely with the Training and Product teams, I developed fun and practical training materials that empowered both internal teams and external partners. These efforts ensured that field agents and distributors had the knowledge they needed to succeed.

I use a mix of content types including videos, infographics, static posts and simple e-content shared and distributed through multiple channels.

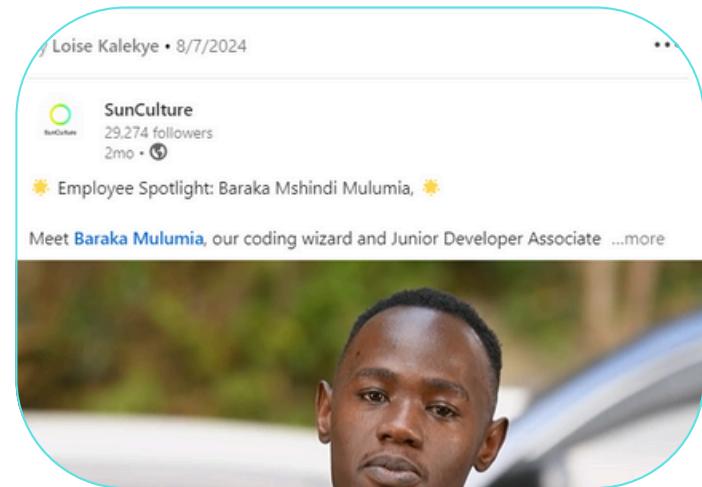
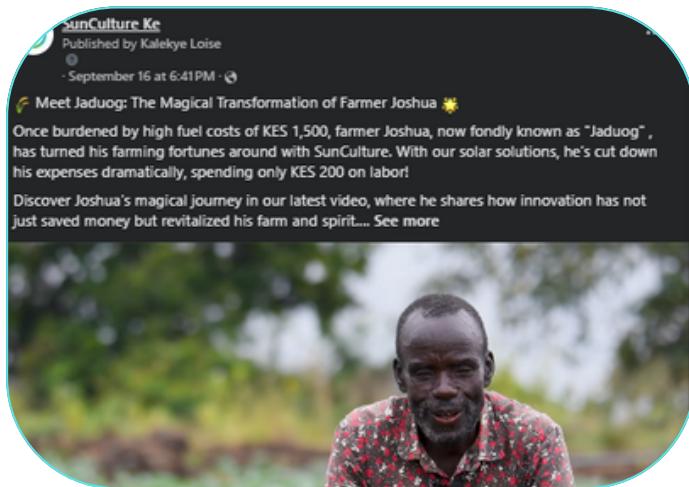
Strategic Partnerships & Co-Branded Campaigns



I manage partnerships with NIA, Turaco, One Acre Fund, and SNV, driving co-branded campaigns and communications aligned with SunCulture's mission to empower farmers. My ability to foster meaningful collaborations has resulted in increased market presence and product visibility.

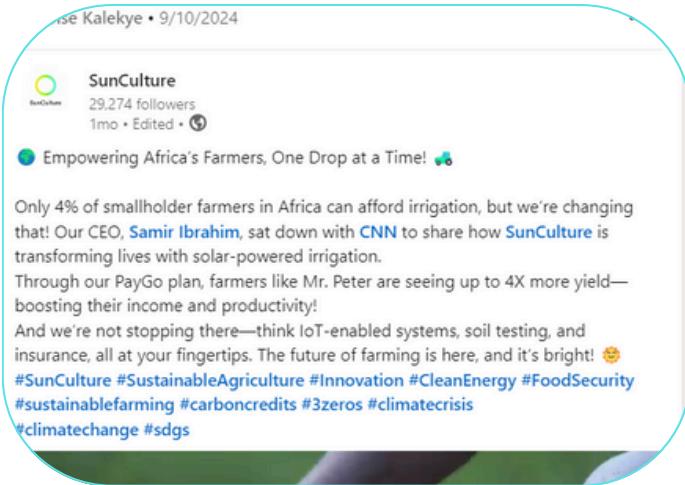
N.B: I led the SunCulture team in joined marketing initiatives including the Mombasa and Nairobi ASK show

Customer Testimonial & Employee Spotlights



At the heart of every campaign and strategy I design are the people we serve—our customers, partners, and employees. Through thoughtful storytelling and strategic engagement, I've shared authentic testimonials from customers and celebrated the contributions of employees, reinforcing trust and community around SunCulture's brand.

Media, PR Engagement & Events



- Actively participate in high-level conferences, such as the Global Off-Grid Solar Forum & Expo, where I play a crucial role in event planning, coordination, and enhancing SunCulture's brand presence.

From booth setups to networking with industry leaders, I ensure SunCulture leaves a lasting impression.

- Coordinated strategic media engagements with high-profile outlets such as CNN, along with local TV and radio stations to promote SunCulture's innovations.

Community Engagement Moments

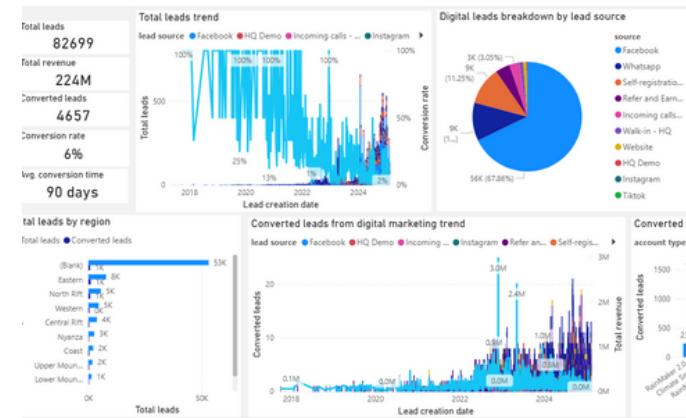


Building meaningful connections with farmers, and community partners is at the heart of what I do. Through on-ground activations, product demos, SSC launches, and engagement events, I work closely with customers to understand their needs and create personalized experiences that foster loyalty and trust. Whether answering questions during a product demonstration or celebrating success stories at community events, my goal is to make every interaction impactful.

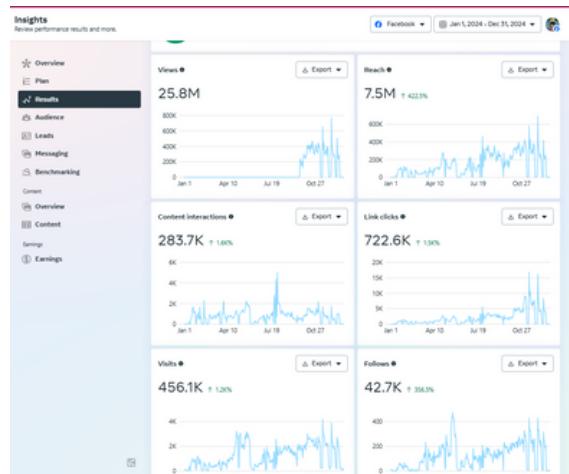
Metrics & Impact

In every campaign, I focus on measurable outcomes. By using tools like Power BI, Meta Analytics and Google Analytics, I continuously track performance across various channels to optimize strategies and ensure success. Below are key metrics demonstrating the impact I've made through data-driven campaigns.

- *Power BI Screenshots: 2024*
 - *Lead Generation and Conversions:*



- *Meta (Facebook) Insights:*
Reach, Engagement and campaigns:



Contact Info



+2547-21927-938



<https://github.com/loisekalekye2024>



loise.m.kalekye@gmail.com



Let's work together!

