

Marketing Executive Portfolio



Loise Mwende Kalekye

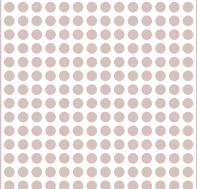
About Me

Who Am I?

Hi there! I'm Loise Mwende, a passionate marketing professional with a knack for making every campaign feel like a celebration. I bring energy, creativity, and fun to everything I do—whether it's crafting storytelling campaigns, planning events, or brainstorming strategies with teams. I love seeing ideas come to life and driving meaningful change through communication, community building, and partnerships.

What Makes Me Tick?

I thrive in fast-paced environments, and I'm known for balancing big-picture strategy with meticulous execution. From product launches to global conferences, I'm always ready to jump in, coordinate, and make things happen. I believe in the power of storytelling to connect people, and my goal is to create campaigns that inspire, educate, and engage.



Education



Nairobits School of design

Diploma in web development



Google Skills Shops

Google Certified - Multiple



Africa Management Institute

Future Female Leaders in Energy

Work Experience

■ **2018**

FOK Fashion

Marketing Executive

■ **2020**

Priamie Telecom - Rwanda

Digital Marketing And Communications
Consultant

■ **2022**

SunCulture - Global

Marketing Executive - Current



Digital Marketing Manager

Certification

■ **March 2017**

Google Garage

Fundamentals of digital Marketing
Certificate

■ **September 2023**

Google

Google Display Ads
Google Apps Ads
Google My Business
Google Search Ads

■ **October 2024**

Africa Management Institute

Future Female Leaders in Energy

Community Building & Customer Loyalty

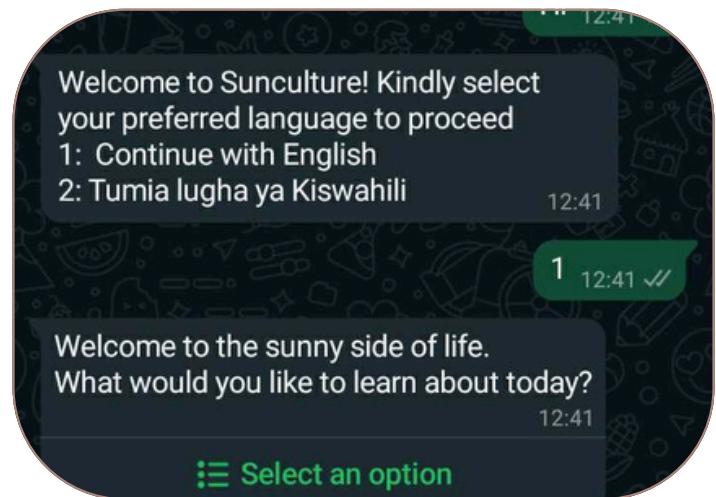
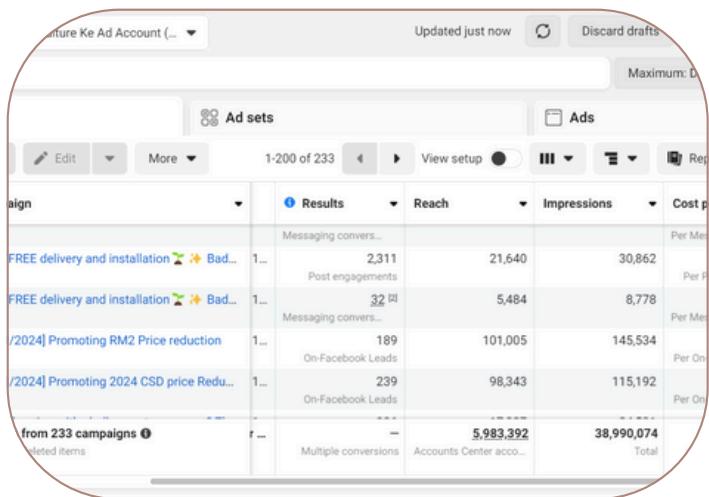


Overview:

I actively engage with farmers, agrodealers, and partners to foster strong relationships and build brand loyalty. Through on-ground activations, community events, and referral programs, I ensure SunCulture remains connected to its audience and aligned with their needs.

The designed referral programs fostered strong customer advocacy, contributing to a 35% growth in customer base.

Multichannel Communication Strategy with a Twist



Overview:

- 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 chatbot on WhatsApp and live chat on the website, driving 30% higher engagement and improving conversions with engagements reaching 38M.

Capacity Building & Training Communications

Product Knowledge Training



By Lois Mwende Kalekye

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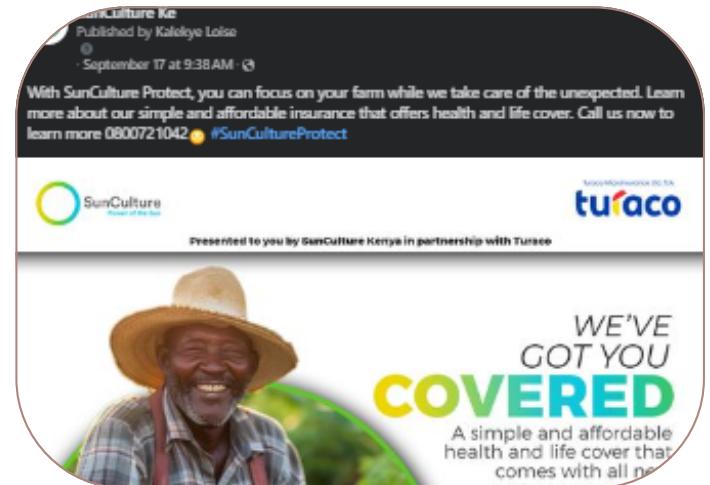
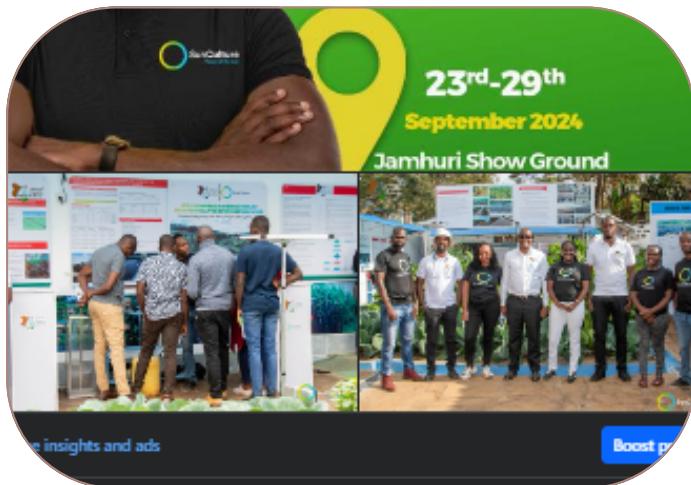


 SunCulture

Overview:

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.

Strategic Partnerships & Co-Branded Campaigns

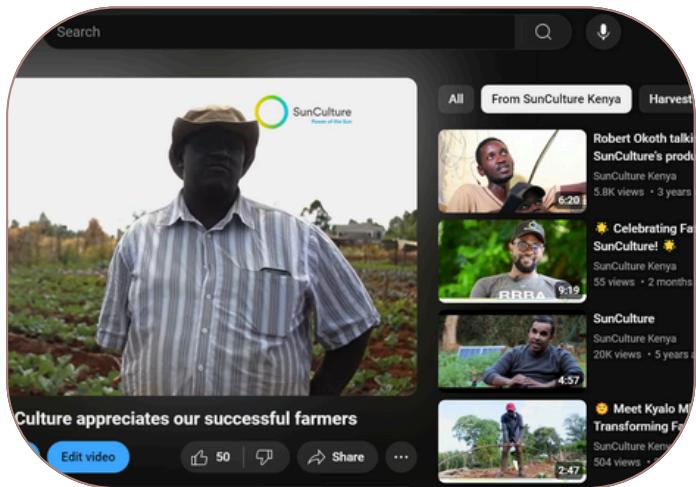


Overview:

I manage partnerships with NIA, Turaco Insurance, 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



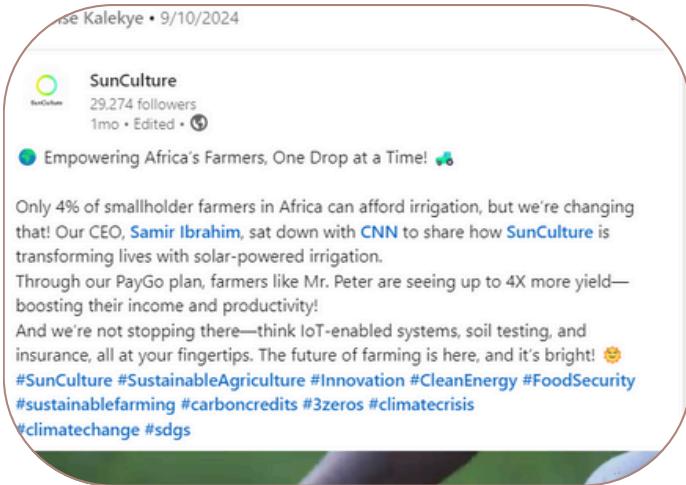
Overview:

I led the creation of storytelling campaigns and employee spotlights, celebrating team members and highlighting their journeys. These campaigns showcase the fun and dynamic side of SunCulture, connecting both employees and customers to the brand's heart and soul.

Impact:

These campaigns improved internal engagement and strengthened external brand trust, creating authentic connections with customers and partners.

Media, PR Engagement & Events



Overview:

- 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. Recently had the CEO featured on CNN in an interview.

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.

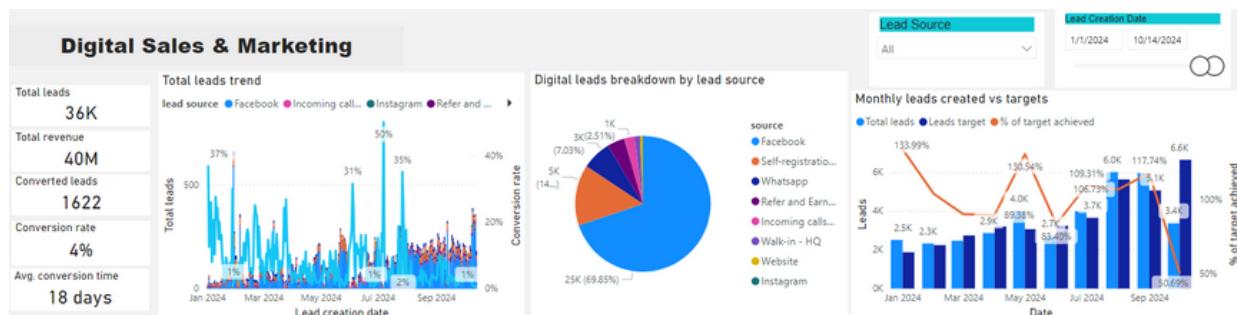
Metrics & Impact Overview

Overview:

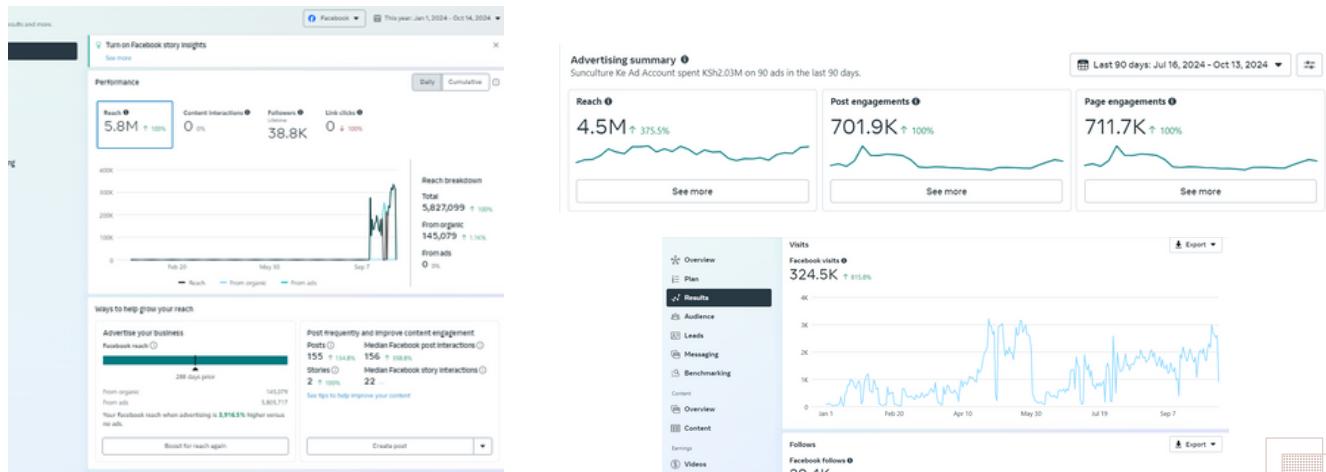
In every campaign, I focus on measurable outcomes. By using tools like Power BI, Meta Analytics and Google Analytics, I continuously track performance across various channels to optimize strategies and ensure success. Below are key metrics demonstrating the impact I've made through data-driven campaigns.

Visual Performance Highlights:

- 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!

