

SIMEON MARANGA

■ + 254-704 658 998 ■ simeonmaranga@gmail.com

COMMUNICATION MANAGER

- Focus: Strategic Communication ▪ Stakeholder engagement ▪ Content Creation & Management ▪ Campaigns
- Digital Communication & Social Media Strategy ▪ Fundraising Communication ▪ Monitoring & Evaluation ▪ Crisis Communication

Senior communications manager with over 5 years experience in NGO operations. Broad expertise in creating strategic and comprehensive communication strategies to advance the organization's vision, mission, and goals in the not-for-profit sector. Adept at creating partnerships that deliver outstanding ROI to all stakeholders, while maintaining a clear focus on critical corporate objectives. Possesses professional capability to interface effectively with corporate bodies, government agencies, the media, donors, volunteers, and other stakeholders. A persuasive communicator with superb leadership skills in building productive team members across diverse cultural backgrounds while fostering robust stakeholder engagements for radical business upscale and networking links. Leverages solid foundation in people management and leadership to build cohesive team environments that spur excellence in delivery.

Awards & Key Career Achievements

Communications Coordinator | Buckner Kenya

- ❖ Implemented a social media strategy which resulted in a 40% increase in organic followers, likes, and engagement on Buckner Kenya's Facebook page.
- ❖ Updated Buckner Kenya's Facebook page consistently and achieved a 60% content engagement rate.
- ❖ Developed four annual magazines and distributed 2,000 physical copies for Buckner Kenya that highlighted clients' success stories using Adobe InDesign and Adobe Illustrator.
- ❖ Developed, trained, and implemented communications and Public Relations policies, ensuring a 70% increase in brand recognition.
- ❖ Developed a tailor-made website for Buckner Kenya which increased the company's online presence by 80%.
- ❖ Drafted a communications strategy and communication guidelines that included photography, success stories, case studies, and social media guidelines to ensure one voice within the organization and branding consistency

Project Assistant | Child Frontiers

- ❖ Raised awareness of the challenges faced by Care Leavers in Kenya, through the publication of research I conducted on behalf of Child Frontiers and UNICEF ESARO.
- ❖ Increased Child Frontier's online presence by 80% through the production and dissemination of UNICEF ESARO monthly newsletters via MailChimp.

- ❖ Increased the number of subscribers to the Child Frontiers UNICEF ESARO mailing list by 80% by sending out online surveys.
- ❖ Successfully managed 12 (twelve) webinars on Care Reform. Sent out webinar reminders and monitored webinar chats and attendance lists.
- ❖ Facilitated the design and layout of multimedia products that comprised of infographics, sector briefs, brochures, short videos, and written articles for donor engagement.

KEY COMPETENCIES

Integrated Communications Programs | Corporate Branding | Professional Photography & Videography | Content Strategy | Content Editing | Social Media Campaigns | Communications Programs | Crisis Communication | Digital Strategies | Special Event Coordination | Integrated Campaigns | Media Releases and Briefings | Graphic Design using Adobe Suite.

TECHNICAL SKILLS IN COMMUNICATION TOOLS

- ▶ Adobe Creative Suite | WordPress | Canva | MailChimp | Google Analytics | Facebook Insights | X analytics | Zoom | WebEx | Google Meet | Microsoft Teams | Slack | Trello | Google forms | Type Form | Google Drive | One box | Dropbox | PowerBI | Salesforce | SharePoint | Microsoft Office Suite

Specialized Trainings

- » Mines and Improvised Explosives (IEDs) Training Seminar by the Kenya Army Academy at International Peace Support Training Centre (IPSTC)
- » Active Shooter and Hostage Taking Training by the Kenya Army at International Peace Support Training Centre (IPSTC).
- » Leadership trainings - Corporate Staffing.
- » Public speaking and personal leadership - Vantage Africa
- » Privacy and data protection – East Africa Data Handlers

WORK HISTORY

COMMUNICATIONS MANAGER

JANUARY 2023 TODATE

BUCKNER KENYA

Successfully planned and implemented communication strategies for both internal and external audiences, while leading social media campaigns across platforms like Instagram, Twitter, Facebook, LinkedIn, and YouTube. Enhances service delivery through innovative photography and videography producing short documentaries to highlight the organization's impact gathering and publishing inspiring program stories through interviews and managed public relations activities, including press releases and events.

Core Accomplishments:

- » Planning, delivering, and evaluating communication strategy to achieve effective communication both internally and externally.
- » Led a team of communication officers in developing and executing communication strategies, improving organizational visibility and public image.

- » Supporting fundraising efforts by creating compelling communication materials for campaigns and donor engagement, boosting fundraising success.
- » Coordinating staff training on communication strategies, media engagement, and brand guidelines, empowering senior managers and staff to effectively represent the organization in public forums.
- » Improving and implementing crisis communication policy; assessing risks, developing a crisis communication team and developing key messaging and protocols.
- » Creating persuasive promotional materials like calendars, annual magazines, certificates, T-shirts, books, and flyers that build and portray the organization's brand.
- » Improving the quality of photos and videos produced by applying in-depth knowledge of quality principles and visual product documentation techniques in various projects across the country using professional cameras, Adobe Photoshop, and Adobe Lightroom.
- » Collaborating with advocacy, donor relations, and other teams to engage stakeholders, including donors, volunteers, government agencies, and media, generating increased support and advocacy for the organization's initiatives.
- » Gathering impactful and inspiring stories from Buckner Kenya programs in Kitale, Cherang'any, Busia, Bungoma, and Nairobi for publication on the website, social media pages, and magazine. This process includes interviewing children, teachers, family coaching clients, social workers, volunteers and managers to get balanced and interesting program stories.
- » Proofreading success stories and submitting them to program partners and donors based in the United States.
- » Managing and coordinating all public and media relations activities including press releases, events, publications, and campaigns and maintaining strong media relations for positive coverage.
- » Formulating social media campaigns, ads, etc. across all platforms: Instagram, Twitter, Facebook, LinkedIn, and YouTube.
- » Recording and editing short documentaries for the organization, guided by a shooting script.
- » Collaborating with partners and stakeholders to develop joint content and campaigns.
- » Adopting creative and modern photography ideas to improve service delivery and meet/exceed expectations.

COMMUNICATION COORDINATOR

JANUARY 2020 - DECEMBER 2022

CHILD FRONTIERS

Oversaw the documentation and dissemination of impactful stories and best practices through multimedia platforms, while managing content for both offline and online publications, including digital media channels. I conducted research and focus group discussions on care leavers, presented finding, preparation and proofreading of reports. Oversaw the production of newsletters, reports, and policy papers. I also led social media management and ensured the accurate presentation of office statements, audits, and reports.

Core Accomplishments:

- » Developed project-specific plans; by ensuring stakeholders informed, garnering of support, addressing concerns, increasing visibility and developing core tailored messages.
- » Trained project leads on case study development to recognize which cases are most representative of success and impact. While also educated project leads on how to capture key moments that demonstrate impact, such as beneficiary interactions, community activities, and before-and-after visual transformations.
- » Coordinated the process of identifying, documenting, and disseminating most significant change stories, and promising best practices using various multimedia platforms.
- » Captured ongoing activities and development for sharing in diverse offline and online publications including the organizations' digital media channels.
- » Developed and implemented a crisis communication policy, providing annual refresher training to all staff to ensure readiness in crisis situations.
- » Conducted peer-to-peer research interviews on care leavers in Nairobi and Garissa Counties.
- » Sent monthly newsletters through Mailchimp and updated the mailing list weekly.
- » Conducted Focused group discussions in Nairobi County on the experience of care leavers.
- » Transcribed recorded audio files.
- » Presented findings of the research to the UNICEF team in Kenya, government representatives, and care leavers from different institutions and organizations that advocate for care reform.
- » Proofread the final report before its launch and submission to the UNICEF team.
- » Set up Zoom calls, sent out invites to participants, collated PowerPoint presentations, joined webinars, resolved any technical issues, and supported any interpretation during webinars.
- » Helped to organize video interviews such as contacting those being interviewed to arrange times and liaised with the production company.
- » Set up calls and support the layout of monthly updates based on the template provided by the designer.
- » Maintained database of participants and dissemination of publications.
- » Managed publication policy papers (e.g., review designed drafts to identify errors, liaise with publications company).
- » Wrote, edited, and arranged the production of newsletters, annual reports, and sector briefs.
- » Oversaw production of visual material, including website and social media management.

COMMUNICATION & MARKETING OFFICER

JANUARY 2019 – DECEMBER 2019

ATTAIN ENTREPRISE SOLUTIONS

Developed and implemented communication strategies for IT projects, creating technical content such as white papers and case studies to promote solutions and innovations. Managed social media platforms, increasing engagement, and produced press releases to boost brand visibility. I organized webinars, product launches, and IT conferences, collaborating with the marketing team on integrated digital campaigns.

Core Accomplishments:

- » Developed and implemented internal and external communication strategies to support IT projects and services.
- » Created technical content, white papers, case studies, and newsletters to promote IT solutions and innovations.
- » Managed the company's social media platforms (LinkedIn, Twitter, Facebook), increasing online engagement by 60%.

- » Produced press releases, media kits, and handled media relations to boost the company's brand in the tech industry.
- » Organized and promoted webinars, product launches, and IT conferences, resulting in [X] attendees and increased brand visibility.
- » Collaborated with the marketing team to deliver integrated digital campaigns, including email marketing and SEO strategies.
- » Conducted market research and analyzed data to optimize communication strategies and measure campaign performance.
- » Supported crisis communication efforts, addressing technical issues and ensuring timely responses to stakeholder concerns.

▼ EDUCATION

Master of Arts Communication (Development Communication) | Daystar University | September 2023 to Date.

Bachelor of Science in Electrical & Telecommunications Engineering – Multimedia University of Kenya | 2013 - 2018

Kenya Certificate of Secondary Education, KCSE | St Joseph's Boys High School | 2009 - 2012.

▼ PERSONAL INFORMATION

Languages: English (Fluent) | Swahili (Native)

▼ REFERENCES

To ensure data privacy, information will be provided upon request when necessary.