

# DAVID JEROME K. MBUGUA

(+254) 711 744 508 · kiariwambugua@gmail.com

P.O. BOX 20124 - 00100

---

## COMMUNICATION ASSOCIATE & DIGITAL MEDIA MANAGER

Communications and digital media manager with a background in content creation, media and public relations, social media management, fundraising, resource mobilization and storytelling. I am successful at crafting brand identity with cohesive multimedia skills for 8 years.

Ability to oversee and lead a team, having built a community of performers in mid-senior management level for 5 years; with a creative mindset in digital and print communication, innovation and climate justice, aimed at advancing an organization's mission and social impact.

---

## KEY COMPETENCIES

Strategic Communication	Public & Media Relations	Monitoring and Evaluation
Stakeholder Engagement	Ability to use Design Tools	Project Management
Content Creation	Partnership Development	Event Management
Writing Press Releases	Social Media Management	Advocacy & Policy Engagement

---

## PROFESSIONAL EXPERIENCE

### Embassy of Switzerland in Nairobi (East Africa)

June 2022 - December 2023

#### ***Communications and Social Media Consultant (Contract)***

Supported the Swiss Embassy to create an 18 months' communications plan, social media and video strategy. Strategically spearheading communication initiatives for the Embassy and showcasing a proven track record in enhancing project awareness and engagement.

#### *Accomplishments:*

- Directed the development and dissemination of media products such as graphic designs, infographics, and videos, which helped cut the video production budget by 50%.
- Wrote, edited, published, and disseminated materials across various channels, including press releases, publications, blogs, social media posts, and annual & monthly reports.
- Represented the Embassy at the third session of the INC on plastic pollution and climate change to create video content, as well as contributing to discussions during the Swiss break at UNEP.
- Organized and coordinated publicity, advocacy, and knowledge-sharing events, such as the State Secretary for Economic Affairs' visit to Kenya during the Swiss Mission in Kenya business summit in March 2023.
- Established and maintained active relationships with African journalists, ensuring an updated media database.

### USAID & Global Communities, Kenya

November 2022 - July 2023

#### ***Social and Digital Media Trainer (Contract)***

Presented learning modules on social media and digital marketing to over 400 young entrepreneurs from Kisumu County for the CLEAR program supported by USAID.

#### *Accomplishments:*

- Published 15 digital modules offered to young SME & MSME entrepreneurs across Kisumu County, and as a panelist for the graduation ceremony of the graduates from the CLEAR program.
- Participated in the commissioning of Information, Education, and Communication materials, including policy briefs, reports, and research findings.

## **Pulse East Africa - Kenya & Uganda**

**November 2020 - June 2022**

### ***Director of Content, Digital Journalist and Communications***

Led and managed the entire content lifecycle, from creation on CMS and daily newsletters to project delivery, ensuring alignment with organizational goals and targets.

#### ***Accomplishments:***

- Provided technical support and guidance for internal and external digital communication efforts, overseeing website, social media, newsletters, and virtual meetings.
- Drove the social media strategy by crafting and curating content in support of Youth topics such as entrepreneurship, the climate crisis and women's rights.
- Tracked and assessed media coverage, continually evaluating communication strategies for effectiveness and implementing adjustments as needed, that included innovative content formats such as infographics, TikTok and fact sheets.
- Worked with diverse teams to ensure cohesive messaging across all communication platforms.

## **Ringier Africa, currently, Pulse Africa**

**October 2016 - October 2020**

### ***Head of Social Media and Online Marketing***

Demonstrated proficiency in social media management and played a pivotal role in driving the team's creativity and innovation, leading a team of 10 social media editors, including interns.

#### ***Accomplishments:***

- Actively sought and utilized opportunities to improve the brand and reputation of the organization, introducing platforms such as TikTok, resulting in the fastest growing TikTok channel for any media publisher in East Africa with over 200,000 followers by December 2020.
- Coordinated Ringier's media engagements, responding to inquiries, organizing interviews, and serving as the liaison officer for media-related activities.
- Maintained records of media coverage, collated analytics, and metrics to measure the impact of Ringier's social media and communication efforts.

---

## **EDUCATION**

### **United States International University - M.A Communication Studies**

**Expected completion:** June 2025

**Coursework:** Digital Communication, Resource Mobilization, Issues & Crisis Management, Public Policy & Advocacy, Media Writing.

### **Daystar University - B.A Communications, Journalism, PR and Advertising**

**Course completion:** June 2015

**Coursework:** Photography, Videography, Public Speaking, Advanced Writing, Advertising, Media Ethics, Media Law, Script Writing, Communication Strategies, Media & Public Relations.

---

## **AWARDS AND HONORS**

- **WINNER - Best in Audience Engagement - TikTok (2021)**  
WAN-IFRA African Digital Media Awards
- **2nd Runner's Up Most Innovative Media Publisher (2019)**  
Digital Media Awards - Kenya
- **WINNER - Most Innovative Media Publisher (2018)**  
Digital Media Awards - Kenya
- **2nd Runner's Up Best Use of Livestream and Hangouts (2019)**  
Digital Media Awards - Kenya