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Marcelline Akinyi

For the past 9 years I have had the great privilege of creating stories for clients and brands as a creative communication specialist. My career has seen me operate in various capacities as a communication profession. From creating media briefs, scripts and communication strategies to animation and video production. I have had an all rounded career experience in communication.

This has been largely enabled by my curious mind and need to learn and grow my skills. And I sincerely believe I am just getting started.

EXPERIENCE

Reveal comic conversations East Africa, Nairobi– Lead Designer

January 2022 – PRESENT

- Moderate comic events run by Reveal Comics such as the Nairobi comic book fest.
- Create marketing comms and structure that further grow the comic book sector in East Africa through initiatives facilitated by Reveal.
- Creating graphical content to better advocate for comic in East Africa through festivals and workshops

- Attending conferences in order to create a better collaborative network of comic authors in Africa.
- Creating news briefs for our workshop and events for media consumption.
- Creating posts for social media to create public awareness of our activities and events.

Dentsu SSA – Motion graphic designer

Mar 2020 – Dec 2024

- Creating logistical animations for our client base to help communicate their product, the campaign, company statement to the public of their employees. These include companies such as Safaricom, ABSA, and Cadbury to list but a few
- Worked with the development team to create 2D animated artworks that were later integrated into micro-sites, adverts, or webpage for our clientele.
- Creating a visual storyboard that properly interprets the client's brief.
- Actively participating in attaining various client pitches through the creation of the manifest videos and the contribution of campaign ideas
- Using After effects and Premier Pro to create animated and video content for various advertising award competitions such as The Lorries.

Ringer Kenya –Motion Graphic designer and video editor

Jul 2017 – Mar 2020

- Creating successful interview and feature video formats for Business Insider and Pulse live
- Kenya, that have been adopted as regular formats for the company's platforms.

- Creating new concept ideas for the company's various clients such as Apple, Safaricom, Unilever, and EABL.
- Successfully integrating editorial content into video formats and graphical posts by collaborating with different production teams in the company
- Creating interesting and engaging motion graphics for the company's main formats, clients, and advertorial pieces.
- Successful covering political and entertainment events in the country that positively impacted the companies growth in terms of followers and video views

Parallel Media Kenya – Script and Copy Writer

Mar 2016 – Apr 2017

- • Successfully organized the creation of documentaries for our various corporate clients. including but not limited to Lake Victoria North Water Service Board, JICA, AGF and Credit Bank.
- Wrote a major tender to Plan international and KEMSA and managed to shortlist both cases. This saw the company's work on a documentary for KEMSA. I scripted the narration and audio/visual script.
- Created an official company profile for Parallel Media.
- Streamlined the organization's objectives, vision, mission and brand image.

- Improved and enhanced the quality of content on the organization's social media pages.
- Successfully coordinated and enhanced our relationship with current and possible clients' designs.
- Scripted, directed and edited a YouTube web series for a Look book series.

EDUCATION

Maseno University – *Bachelor of Arts Communication and Media Technology`with IT*

Jan 2011 – Dec 2015

REFERENCES

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