

IVY KIMANI

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PROFESSIONAL SUMMARY

Brand strategist, marketing consultant, and multidisciplinary designer with over 8 years of experience helping organisations across North America, Europe, Africa, and global remote markets build distinctive brands, develop customer-centred marketing strategies, and deliver compelling customer experiences. Delivered more than 320 international consulting engagements spanning corporate, technology, consumer, nonprofit, and public sector organisations through Nalo Collective and as a Top Rated Upwork consultant. Expertise includes brand strategy, brand identity design, consumer insights, marketing communications, creative direction, and integrated campaign development, translating business objectives into commercially effective positioning, marketing initiatives, and scalable visual identity systems. Prepared to lead brand and marketing functions by aligning customer insight, business strategy, and creative innovation to drive sustainable growth, strengthen brand equity, and deliver measurable commercial impact.

SKILLS

Brand Strategy, Brand Identity Design, Consumer Marketing, Marketing Strategy, Brand Positioning, Creative Strategy, Creative Direction, Market Research, Consumer Research, Customer Insights, Integrated Marketing, Marketing Communications, Campaign Strategy, Go to Market Strategy, Content Strategy, Brand Experience, Design Thinking, Marketing Analytics, Stakeholder Management, Cross-Functional Leadership, Agency Management.

EXPERIENCE

Founder | Brand Strategy Consultant & Creative Director
Nalo Collective | Nairobi, Kenya | January 2019 – Present

Roles & Responsibilities:

- Directed brand strategy, brand identity design, creative direction, and integrated marketing initiatives for organisations across North America, Europe, Africa, and international remote markets.
- Developed the communications platform for CGIAR Scaling Week 2026, creating audience messaging and engagement frameworks for a pan-African agricultural science convening.
- Produced the brand positioning, communications strategy, and visual messaging framework for Zoomlion Waste Services Kenya, supporting market entry and public trust.
- Delivered more than 320 international strategy, branding, and marketing consulting projects, leading engagements from discovery through execution.
- Secured strategic consulting engagements with organisations including CGIAR and Kenya Wildlife Service, strengthening Nalo Collective's reputation as a brand strategy and creative consultancy.
- Designed brand identity systems, visual guidelines, campaign toolkits, and digital assets for consistent execution across digital, print, and experiential channels.
- Managed international clients, stakeholders, and cross-functional creative teams across distributed project environments.

Global Brand & Marketing Strategist

Upwork (Top Rated) | Nairobi, Kenya | Remote | May 2017 – Present

Roles & Responsibilities:

- Maintained Top Rated status across 300+ international consulting projects, delivering brand strategy, brand identity design, marketing strategy, and creative direction for clients across North America, Europe, Australia, the Middle East, and Africa.
- Advised founders and business leaders on brand positioning, visual identity, messaging, and go-to-market strategy.
- Conducted market research, competitor analysis, and customer insight to inform brand strategy and integrated marketing campaigns.
- Managed international client engagements across multiple time zones through effective remote collaboration and stakeholder management.
- Produced creative briefs, messaging frameworks, and brand identity recommendations that strengthened consistency across digital and print channels.

- Designed brand identities, marketing collateral, and presentation materials that translated business strategy into compelling visual communications.

Co-Chief Executive Officer

The Veld Agency | Nairobi, Kenya | October 2020 – December 2023

Roles & Responsibilities:

- Directed cross-functional strategy, design, product, and creative teams to deliver customer-centred digital products, brand experiences, and strategic business initiatives.
- Partnered with sales teams to incorporate customer feedback into product development, contributing to a 21% increase in customer satisfaction.
- Introduced AI driven design capabilities that reduced design time by 25% while improving product adoption and delivery efficiency.
- Developed product positioning, brand messaging, and go-to-market strategies for targeted customer segments, contributing to a 10% increase in conversion rates.
- Expanded service offerings through complementary solutions that increased average transaction value by 13%.
- Oversaw product strategy, creative direction, stakeholder engagement, and cross-functional collaboration to align commercial objectives with customer needs and market opportunities.

Social Media Manager

Insignia Productions | Nairobi, Kenya | January 2018 – June 2018

Roles & Responsibilities:

- Developed and managed social media content, visual creative assets, and digital marketing campaigns across multiple platforms, strengthening brand visibility and maintaining a consistent brand identity.
- Created content calendars and promotional assets that supported the successful delivery of multiple marketing campaigns aligned with client objectives.
- Collaborated with creative teams to produce digital content that supported integrated marketing and client communication initiatives.

OTHER EXPERIENCES

- **Ticketing Agent** | MOOKH Africa | Nairobi, Kenya | July 2018 – March 2020
- **Intern – Continuity** | Phil-it Productions | Nairobi, Kenya | January 2016 – January 2017

EDUCATION

- **Bachelor of Arts in Journalism and Communications** | USIU Africa | 2020

CERTIFICATIONS

- **Google UX Design Certificate** | Google
- **Foundations of Project Management** | Coursera
- **Foundations of User Experience (UX) Design** | Coursera
- **Conduct UX Research and Test Early Concepts** | Coursera
- **Build Wireframes and Low-Fidelity Prototypes** | Coursera
- **Start the UX Design Process: Empathise, Define, and Ideate** | Coursera

TOOLS

Adobe Creative Cloud (Illustrator, Photoshop, InDesign), Figma, Canva, Meta Ads Manager, Google Ads, ChatGPT, Claude, Midjourney, Runway, Adobe Firefly, Microsoft Teams, Zoom, Google Workspace.

LANGUAGES

- English - Fluent
- Swahili - Native

REFEREES

Available Upon Request.