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# NALWA EDWIN KHISA

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Communications Lead | Digital Marketing Strategist | Content Strategist | Project Management

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## Professional Summary

Experienced Strategic Communications Specialist with over 10 years of progressive experience delivering impactful communication strategies for NGOs, government programs, and mission-driven organisations. Proven ability to plan, implement, and evaluate multi-channel communications, with a strong background in environmental advocacy, health, education, and digital transformation. Demonstrated success in producing high-quality content, managing media relations, and coordinating internal and external stakeholder engagement. Passionate about climate action, community engagement, and science-based storytelling that drives visibility, behavior change, and policy influence.

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## Professional Experience

### Digital Concepts

#### *Founder and Communications Lead*

**Feb 2024 – Present**

- Founded a consulting firm that partners with mission-aligned organizations to craft and implement impactful strategies.
- Collaborated with Food For Education to develop a scalable digital strategy that expanded their reach across Kenya and beyond.
- Partnered with Red Bull to localize digital campaigns, enhancing engagement and brand awareness in Kenya.
- Produced the *On Period* podcast in partnership with Binti Pads, addressing educational inequities in menstrual hygiene awareness.
- Delivered strategies that align with accessibility, inclusion, and community-centric values.

### KAPU Digital

#### *Communications & Digital Lead*

**Mar 2017 – Jan 2024**

- Delivered comprehensive digital strategies for leading brands such as Dial A Delivery and Dairyland.
- Spearheaded Dairyland's award-winning digital campaign for a product launch, achieving industry recognition.
- Engaged with diverse stakeholders to drive alignment on digital and brand priorities.
- Effectively managed cross-functional teams, delivering projects with a focus on underserved demographics.
- Utilized data-driven insights to optimize campaigns, improve performance, and refine user engagement strategies.

### **Eight Media Marketing Limited**

#### ***Digital Strategy Consultant***

**Feb 2015 – Feb 2017**

- Developed and implemented campaigns that expanded brand presence and increased community engagement.
- Collaborated with MUA Insurance to demystify insurance concepts, driving a 37% increase in digital engagement.
- Created recruitment strategies for Tai Plus Logistics, resulting in an 80% increase in sign-ups.
- Worked with climate-focused initiatives such as Climb For Trees, fostering participation and impact.

### **Dia Consult Ltd**

#### ***Copywriter***

**Dec 2013 – Feb 2015**

- Delivered content and strategies for healthcare and education-focused organizations, including GVRC and Nairobi Women's Hospital.
- Conducted market research to refine storytelling approaches, enhancing audience connection.

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### **Education**

Bachelor of Science in Public Relations and Communications

Moi University | Jan 2009 – Jan 2012

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### **Core Competencies**

- Strategic Planning and Execution
- Stakeholder Engagement and Relationship Management

- Programme Design and Implementation
  - Monitoring, Evaluation, and Learning (M&E)
  - Team Leadership and Capacity Building
  - Budgeting and Resource Allocation
  - Data-Driven Decision-Making
  - Commitment to Diversity, Equity, and Inclusion
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### **Skills**

- Digital Marketing and Communications Strategy
  - Education Policy and Programme Development
  - Cross-Sector Collaboration
  - Analytics and Reporting
  - Community-Centric Solutions
  - Safeguarding and Accessibility
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### **Achievements**

- Successfully scaled consulting operations, impacting multiple sectors across Kenya.
  - Led an award-winning campaign for Dairyland's new product launch.
  - Produced a podcast that amplified menstrual hygiene awareness and education across Africa.
  - Increased engagement for Food For Education's mission-driven campaigns, leveraging technology to broaden impact.
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### **Languages**

- English: Advanced Fluent – Written & Oral
  - Swahili: Fluent – Written & Oral
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### **References**

Available upon request