



ROSEHILDA KAMANGA

COMMUNICATION AND MARKETING PROFESSIONAL

EXECUTIVE SUMMARY

I am a professional communications and marketing artist, keen on using communication and its media to advance knowledge, skills, and pass information to facilitate positive change, and influence attitudes and mannerisms, for the socio-economic benefit of the community.

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Rosehilda Kamanga is an Account Director at SocialMeds Digital Limited and an Associate Producer on the BizTalks Kenya Show.

She previously served as the Communications and Marketing Manager at the Marketing Society of Kenya (MSK), where she was in charge of the overall communication, brand development, public relations and events conceptualization at the Society.

Rosehilda has also served as the Digital and Social Media Officer at the Kenya Association of Manufacturers (KAM), one of Kenya's leading business associations with over 800 members.

During her tenure at KAM, Rosehilda had been the lead on matters regarding KAM digital communication including strategy development, content creation, digital marketing and communication. She championed the digital growth of KAM as a thought leader on all matters industry and manufacturing by over 80% with a focus on 5 social media platforms.

Rosehilda has also played a crucial role in conceptualizing and executing KAM events and KAM's sustainability and inclusivity advocacy, having successfully executed the Women in Manufacturing Programme's WIM 2 Counties project and conceptualizing and executing KAM's Youth Sustainability Conference.

Before joining KAM, Rosehilda was awarded an opportunity under the Equity Leadership Program to work in different capacities within the bank, including, customer service, accounts management, communication and marketing.

She has also trained at the Nation Media, Daily Nation News Desk, where she managed to advance her writing and publication skills. She also provided content and published creative stories on Parents Magazine.

Rosehilda is a Moi University Communication and Journalism Graduate and has advanced her skills through a variety of communication, marketing and policy advocacy trainings offered by the British Advocacy Fund (BAF) and is certified by the Aga Khan University on Digital Communication Training and the Africa Digital Media Institute (ADMI).

Rosehilda is a former rugby player and had captained the Mwamba Ladies Rugby Team (2013 - 2016) as well as the Kenya Lioness Select Side (2014).