

SHARON BUNGEI

 Eldoret / Nairobi, Kenya | Remote
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 [LinkedIn Profile](#)

PROFESSIONAL SUMMARY

Creative and results-driven Social Media Manager, Graphic Designer, and Digital Content Specialist with 5+ years of experience in content strategy, motion graphics, video editing, and brand storytelling. Experienced in helping businesses, organizations, media networks, and personal brands build engaging online presence through visually compelling content and structured digital workflows.

Skilled in managing end-to-end content production including ideation, scripting, graphic design, video editing, scheduling, publishing, and performance optimization across Instagram, TikTok, LinkedIn, YouTube, and Facebook.

Proven ability to create high-performing short-form content, branded campaigns, and audience-driven storytelling that improves engagement, visibility, and brand consistency. Experienced in collaborating with creative teams, managing freelance creatives, and delivering strategic digital marketing support for both local and international organizations.

Passionate about combining creativity, communication, and strategy to produce content that is visually memorable, engaging, and impactful.

CORE SKILLS

- Social Media Management (Instagram, TikTok, LinkedIn, Facebook, YouTube)
- Graphic Design & Branding
- Motion Graphics & Video Editing
- Short-Form Video Content (Reels, TikTok, Shorts)
- Content Strategy & Workflow Management
- Scriptwriting & Copywriting
- B2B & Personal Brand Content
- Canva Design Systems

- Content Calendar Planning
 - Community Engagement & Audience Growth
 - Digital Marketing & Brand Storytelling
 - TV Programming & Media Production
 - Contractor / Freelancer Coordination
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PROFESSIONAL EXPERIENCE

Graphic Designer & Media Officer

Sauti ya Rehema Radio and TV Network

September 2025 – Present | Eldoret, Kenya

- Design visual content for radio and television platforms, including posters, promotional graphics, and branding materials.
- Support communication and media activities to strengthen audience engagement across digital and broadcast channels.
- Contribute to administrative and organizational operations within the network.
- Help maintain consistent visual branding and messaging across media platforms.

Key Achievements

- Strengthened audience communication through strategic visual storytelling.
 - Improved consistency of digital and broadcast branding materials.
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Founder & Freelance Graphic Designer / Video Editor

Rayzin Media

January 2021 – Present | Remote

- Lead creative projects for businesses, churches, organizations, and personal brands.
- Design branding assets including logos, posters, brochures, banners, social media graphics, and promotional materials.
- Produce commercials, social media videos, event promos, and motion graphics content.
- Manage projects from concept development to final delivery while ensuring consistency with client branding.

Key Achievements

- Delivered 200+ creative projects across branding, video production, and digital marketing.
 - Improved client online engagement by up to 40% through strategic visual content and social media creatives.
 - Built scalable creative workflows combining in-house production and outsourced support.
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Social Media Manager & Graphic Designer

Kokwet New South Wales Association

January 2026 – Present | Remote (Australia)

- Manage Instagram and TikTok platforms to maintain an engaging online presence for the Kenyan diaspora community.
- Create and publish short-form video content, carousel posts, and audience-focused campaigns.
- Design promotional materials for events, partnerships, and membership awareness.
- Write captions and structure content for audience clarity and engagement.
- Collaborate with the web development team to refine website text structure and presentation.

Key Achievements

- Improved consistency and visibility across social media platforms.
 - Increased audience engagement through interactive and educational content.
 - Strengthened visual communication and messaging consistency across web and social platforms.
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Content Creator & Social Media Designer

Stena Crop Science

April 2023 – May 2023 | Eldoret, Kenya

- Created short-form video content and promotional creatives for agricultural products.
- Developed educational and tips-based content simplifying technical agricultural information for social media audiences.

- Designed supporting graphics to improve content performance and visual consistency.

Key Achievements

- Improved product awareness and audience engagement through informative visual storytelling.
 - Enhanced social media communication using engaging educational content.
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KEY ACHIEVEMENTS

- Produced and edited 100+ television episodes and special media features.
 - Delivered 200+ creative projects across branding, digital marketing, and video production.
 - Increased audience engagement through optimized storytelling, copywriting, and short-form content strategies.
 - Improved content consistency using structured content calendars and scalable workflows.
 - Strengthened brand identities for multiple businesses and organizations through cohesive visual storytelling.
 - Reduced production turnaround time using reusable design systems and organized content processes.
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TOOLS & SOFTWARE

Canva | Adobe Photoshop | Adobe Premiere Pro | Adobe After Effects | Adobe Audition | CapCut | Notion | Meta Business Suite | Google Workspace | LinkedIn | Instagram | TikTok

EDUCATION

Rongo University

Bachelor's Degree in Graphics, Communication and Advertising
Completed: December 2020

CERTIFICATIONS

- IELTS (International English Language Testing System)
- Ajira Digital Program Certificate of Completion
- User Interface / User Experience (UI/UX)

LANGUAGES

English (Fluent) | Swahili (Fluent)