

PAULINE KIRURI:
YOUR GRAPHIC DESIGNER/SOCIAL MEDIA MANAGER

Helping you ease up your
workload, tell your brand
story and acquire leads,
One campaign at a time.



Hey there! **You work super hard and I'm here to ease off your workload.** Think of me as your behind-the-scenes buddy, turning your big ideas into polished documents, organised projects, eye-catching designs and snappy words. My goal? To make sure your voice is heard far and wide. Let's get your brand the spotlight it deserves while you kick back and watch it shine.

I've got this, I promise!

Don't worry, you are in safe hands.

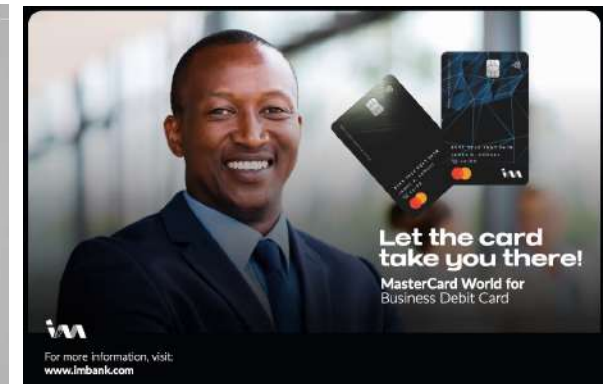
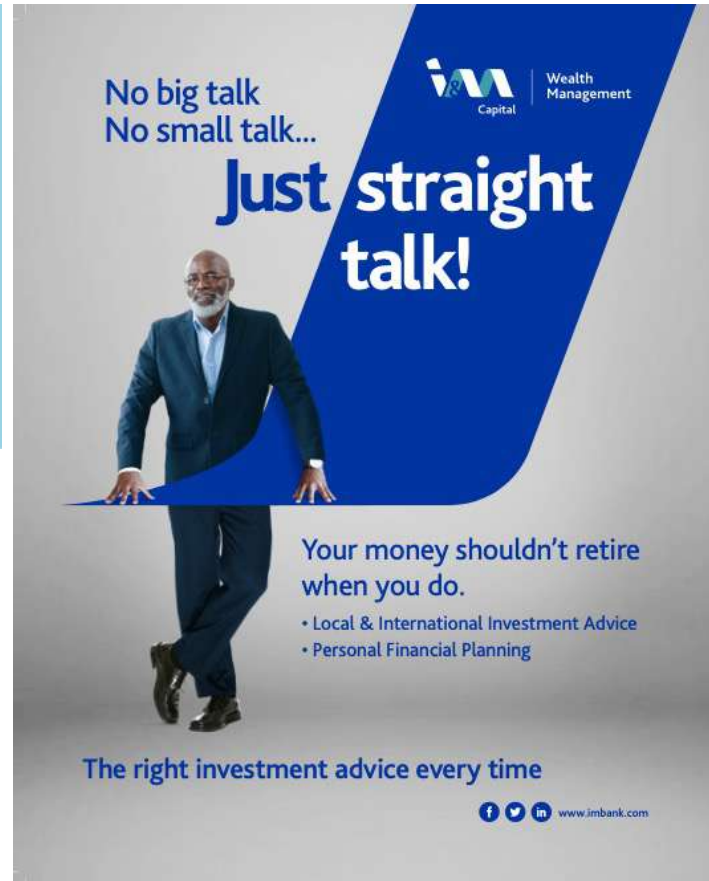


What to expect, and more.

- Graphic Design
- Digital Campaign Management
- Social Media Management
- Copywriting
- Project Management
- Website Content Maintenance
- Blogging
- Content Calendars
- Technical Support
- Administrative Support/Personal Assistant Services
- Data Entry
- Customer Service
- Community Management
- Reputation Management
- Virtual Event Support
- Proofreading and Editing
- Research

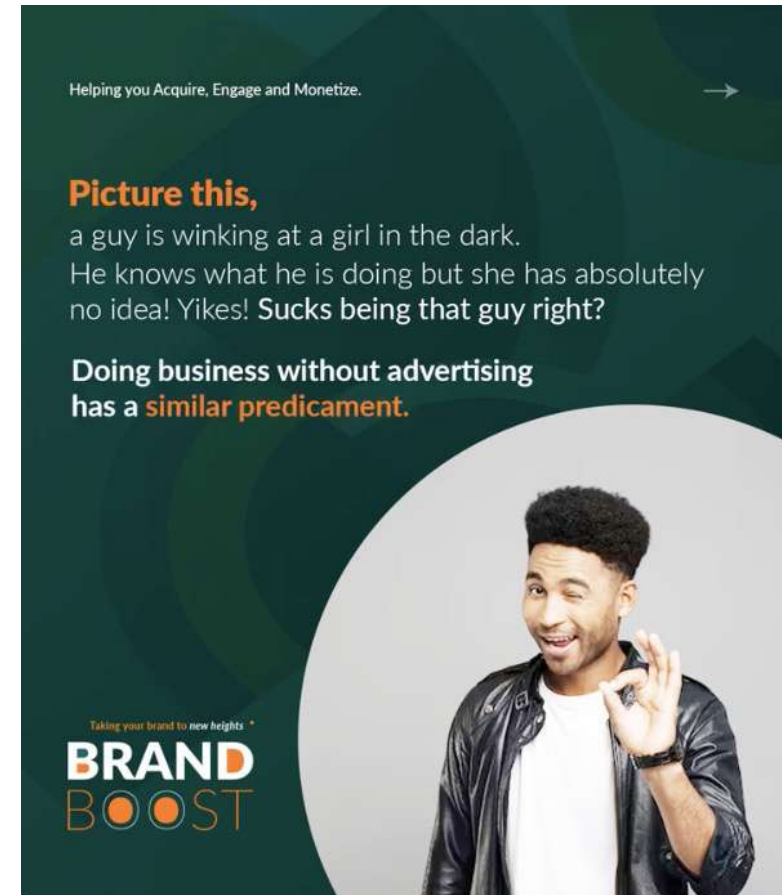
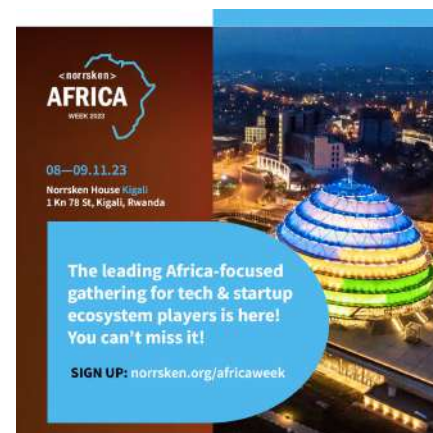


Brand Collateral Development



01

Graphic Design

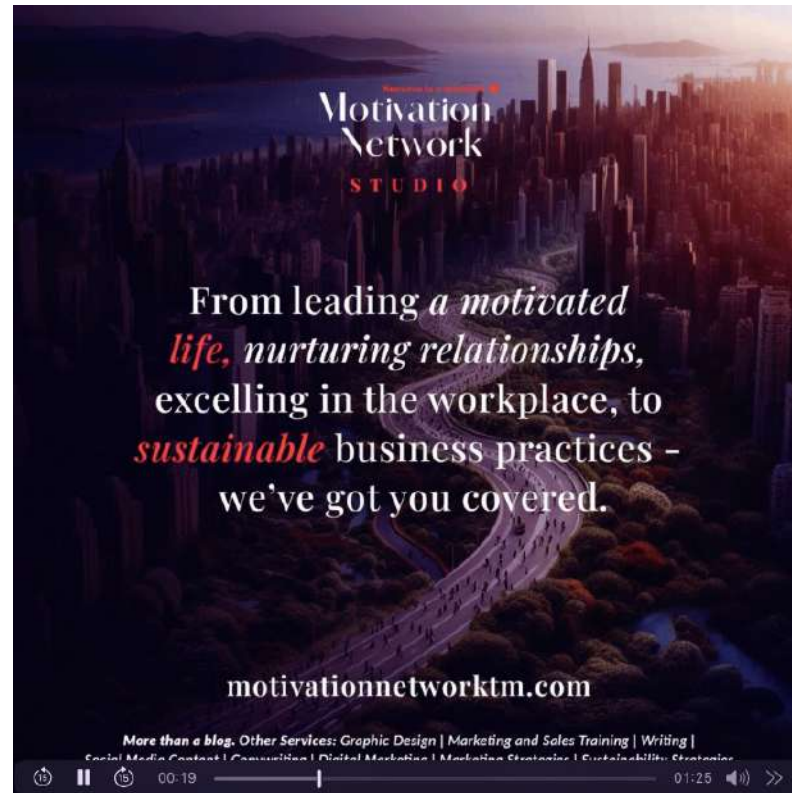
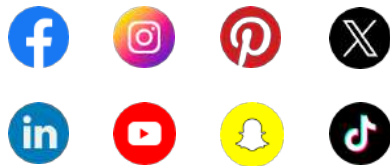


Content Creation (Static & Video)



When you hire me for content creation, whether static images or videos, you're not just getting visuals – you're getting stories that resonate.

I'll work closely with you to understand your brand's voice and audience, crafting engaging content that captivates and converts.



<https://motivationnetworktm.com/studio/>



Email Marketing



Brevo



GlueUp

I will help you craft eye-catching email campaigns and templates that grab attention, compel action, and skyrocket your conversions.



Hey <recipient>,
Are you ready to take a step into Africa's future of technology and entrepreneurship? Then join us at Norrsken Africa Week, the premier gathering of top African investors, startups, and industry players.

Join us at Norrsken House Kigali, November 8-9, 2023.

[SIGN UP NOW](#)

Get ready to explore the next frontier of innovation and network with the brightest minds in the industry. We're talking about the trailblazers, movers, and shakers who are propelling Africa's economic growth and paving the way for the continent's digital revolution.

So, why should you attend?
Ye baba, did you know that by 2030, over 1 billion new African internet users are expected to join the ranks? That's a massive market just waiting to be discovered, and Norrsken Africa Week is your chance to participate.

However, it is not just about the numbers; it is also about the impact. Fintech, for example, received the lion's share of funding in 2022, with 205 African fintech startups raising \$1.3 billion in total. Moreover, despite a global VC downturn, the African startup ecosystem as a whole raised more than \$6.1 billion in 2022.

What's more, in 2022, women-founded startups raised 27% of all equity rounds in Africa, a 2% increase from the previous year. That's progress, and we are happy to be a part of it. So mark your calendars for November 8th and 9th, and come to Norrsken House Kigali, Rwanda, for two days of inspiration, innovation, and networking.

Don't pass up the chance to be a part of Africa's tech and startup ecosystem.

See you there!

Best regards,
[Name of sender]



Insanely Delicious!

Before you dive into the incredible flavors, we invite you to peruse our delectable menu, which has been carefully crafted to tantalize your taste buds. Our culinary delights promise to satisfy even the most discriminating palates, with aromatic curries and savory stir-fries.



Pad Kee Mao
Really spicy but so addicting

Silewalk Pad Thai
Mouth Watering Classic Plate

Lunch Fixe
Includes a main, side, and dessert!

[Load More](#)

[RESERVE](#) [ORDER NOW](#)

Monday - Tuesday 11:30 am - 3:30 pm 4:30 pm - 9:30 pm	Friday 11:30 am - 3:30 pm 4:30 pm - 10:30 pm	Sunday 12:00 pm - 9:30 pm
Wednesday - Thursday 11:30 am - 3:30 pm 4:30 pm - 10:00 pm	Saturday 12:00 pm - 10:30 pm	



Dear [Recipient],

I hope this email finds you well. As a budgetary decision-maker in the complex context of global humanitarian development, we understand how important it is for you to ensure that your finances are sustainable and aligned with your goals.

At Humentum, we're committed to helping organizations like yours plan and finance your mission now and in the future. Our financial sustainability consultancy takes an integrated approach, applying a lens of accountability, equity, and sustainability to your decision-making process. We don't offer short-term solutions - we work with you to develop a viable and sustainable financing strategy that will help you achieve your long-term goals.

Our team of sector-expert consultants has a proven approach, and we partner with you and your leadership to provide tailored solutions to your unique challenges. We understand that every organization is different, and we take the time to understand your specific needs and goals. We know that making the decision to invest in financial consultancy services can be challenging. However, we are confident that our integrated approach will help you achieve the financial sustainability you need to achieve your mission. Our past clients have seen significant improvements in their finances, and we would love to help your organization experience the same success.

So why not take the first step toward financial sustainability today?

[Reach Out Today](#)

Contact us to learn more about our consultancy services, and let us help you achieve your goals.

Best regards,
[Your Name]

Email Signature with a small banner

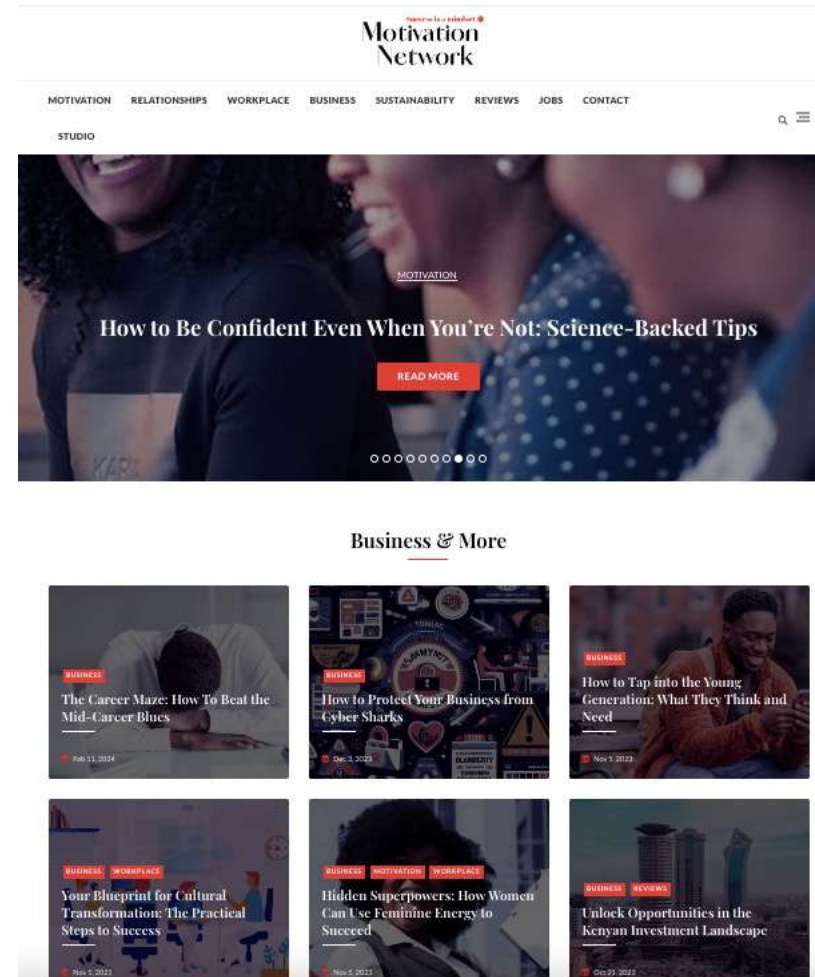
Blogging

Blogging that transforms ideas into captivating stories, drives traffic to your site, and turns readers into loyal customers.

I'll help you craft captivating blogs that ensure your audience stays engaged. Whether you prefer a concise listicle or a detailed analysis, I guarantee your content will stand out and that is well optimized.

SAMPLE:

<https://motivationnetworktm.com/>



You have a part to play.

Whether it's reducing waste, conserving energy, or supporting eco-friendly initiatives, **every small step counts.**

#TogetherWeDoMore

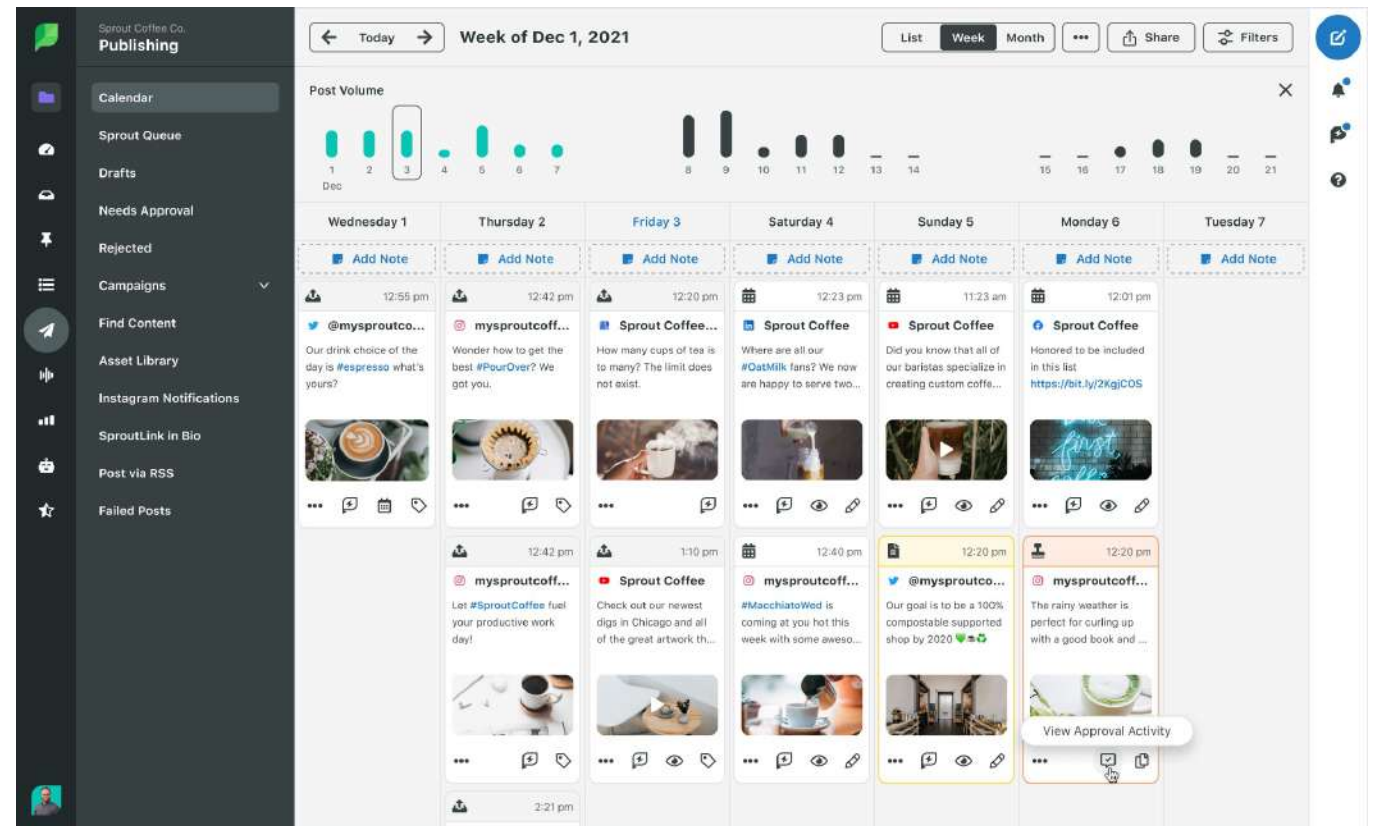


Social Media Management/Content Calendar Development

I'll streamline your social media presence, ensuring consistent and engaging content across all platforms.

With tailored content calendars, I'll help you:

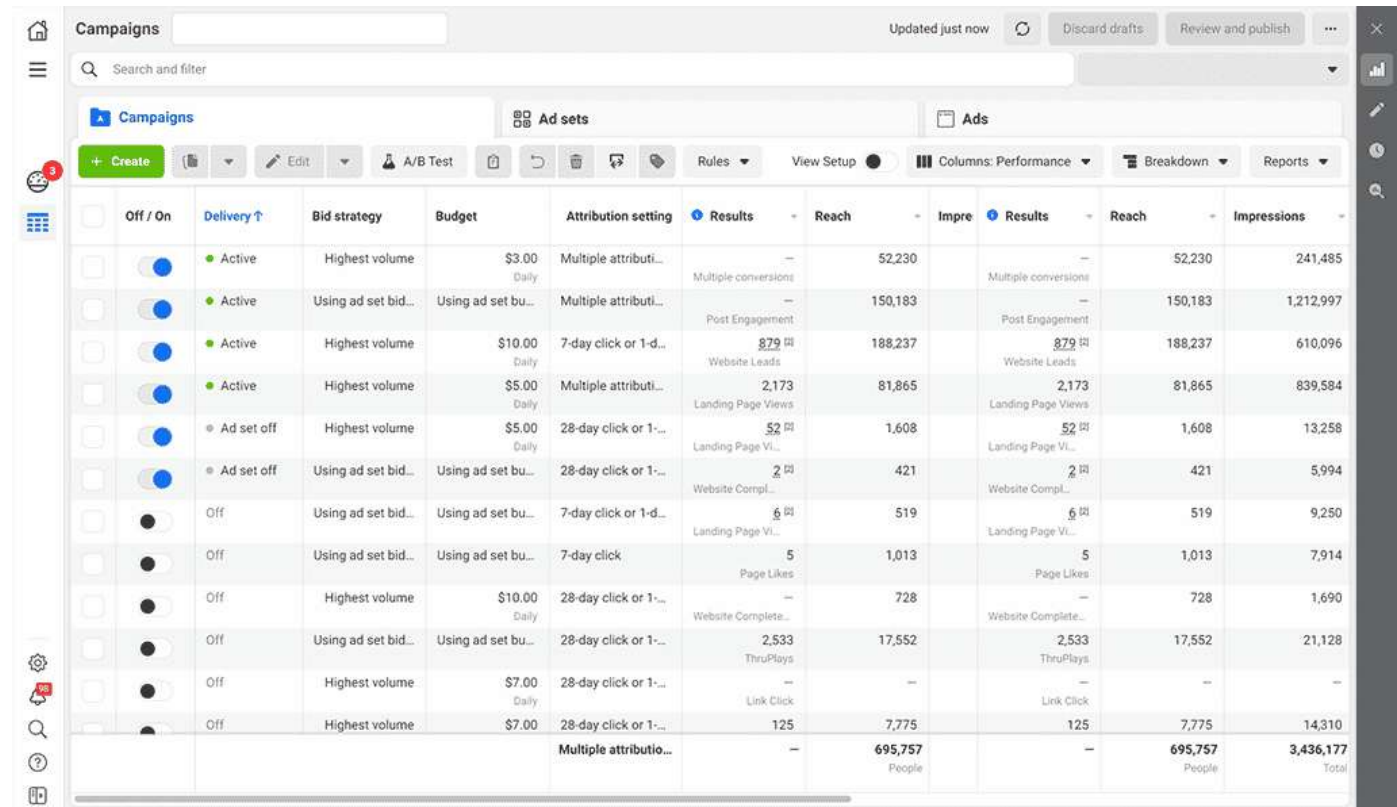
- **Plan and schedule posts** strategically, maximizing your reach and impact.
- **Curating compelling content and optimizing posting times**, to elevate your brand's online presence and drive meaningful engagement.



Digital Campaign Management

From creating compelling ad creatives to optimizing audience targeting, I'll ensure your campaigns are optimized for maximum impact and ROI.

I'll use data-driven insights to optimize your campaigns and enhance your online presence across platforms, ensuring effective audience engagement and goal achievement.

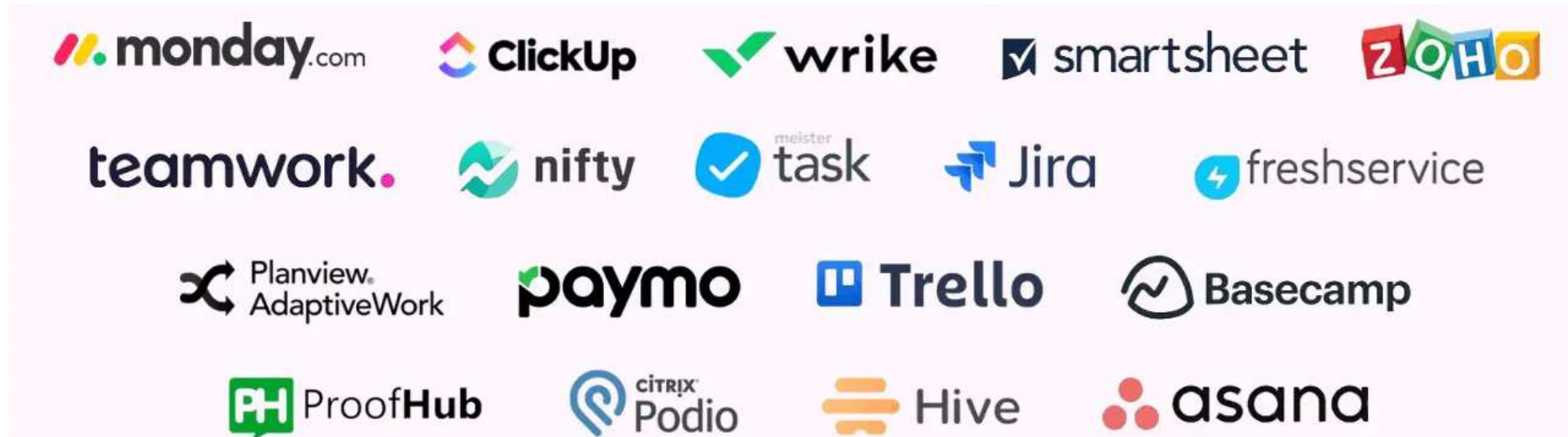


The screenshot displays a digital campaign management interface with a table of campaign performance metrics. The table includes columns for campaign status, delivery, bid strategy, budget, attribution settings, and various performance metrics like reach, impressions, and results.

Off / On	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impre	Results	Reach	Impressions
<input type="checkbox"/>	Active	Highest volume	\$3.00 Daily	Multiple attributi...	Multiple conversions	52,230	52,230	Multiple conversions	52,230	241,485
<input type="checkbox"/>	Active	Using ad set bid...	Using ad set bu...	Multiple attributi...	Post Engagement	150,183	150,183	Post Engagement	150,183	1,212,997
<input type="checkbox"/>	Active	Highest volume	\$10.00 Daily	7-day click or 1-d...	879 Website Leads	188,237	879	879 Website Leads	188,237	610,096
<input type="checkbox"/>	Active	Highest volume	\$5.00 Daily	Multiple attributi...	2,173 Landing Page Views	81,865	2,173	2,173 Landing Page Views	81,865	839,584
<input type="checkbox"/>	Ad set off	Highest volume	\$5.00 Daily	28-day click or 1-...	52 Landing Page Vi...	1,608	52	52 Landing Page Vi...	1,608	13,258
<input type="checkbox"/>	Ad set off	Using ad set bid...	Using ad set bu...	28-day click or 1-...	2 Website Compl...	421	2	2 Website Compl...	421	5,994
<input type="checkbox"/>	Off	Using ad set bid...	Using ad set bu...	7-day click or 1-d...	6 Landing Page Vi...	519	6	6 Landing Page Vi...	519	9,250
<input type="checkbox"/>	Off	Using ad set bid...	Using ad set bu...	7-day click	5 Page Likes	1,013	5	5 Page Likes	1,013	7,914
<input type="checkbox"/>	Off	Highest volume	\$10.00 Daily	28-day click or 1-...	728 Website Complete...	728	728	728 Website Complete...	728	1,690
<input type="checkbox"/>	Off	Using ad set bid...	Using ad set bu...	28-day click or 1-...	2,533 ThruPlays	17,552	2,533	2,533 ThruPlays	17,552	21,128
<input type="checkbox"/>	Off	Highest volume	\$7.00 Daily	28-day click or 1-...	Link Click	125	125	Link Click	125	14,310
				Multiple attributio...		695,757 People		695,757 People		3,436,177 Total

Project Management

Helping you to streamline workflows, meet deadlines, and achieve your goals with precision and efficiency using the following tools:



Administrative Support, Virtual Assistant Services

- Email Management
- Answering Emails
- Managing Your Projects
- Data Entry: Inputting and organizing your data into spreadsheets or databases
- Contact List Maintenance

- Creating Presentations: Developing slides for your meetings or reports
- Market Research: Gathering information for you on specific topics

The screenshot shows a digital board titled 'Events Planning' with a sub-note: 'This board reflects all events happening this year.' The board is organized into two sections: 'January' and 'February'. Each section contains a table of events with columns for Organizer, Status (Passed/Upcoming), Type of event, Recent Event Status, Timeline, and # of people attending. A total attendance of 1,210 People is shown for the January section.

Month	Event Name	Organizer	Status	Type of event	Recent Event S...	Timeline	# of people attending
January	Company Offsite for 2018	[Avatar]	Past	Party	Done	Jan 7 - Mar 6	230 People
	Marketing Meetup	[Avatar]	Upcoming	Conference	Working on it	May 5 - 8	80 People
	Startup for Startups Lau...	[Avatar]	Upcoming	Festival	Stuck	May 15 - 16	600 People
	NYC Annual Office Sync	[Avatar]	Upcoming	Trucks	Waiting for response	May 24	300 People
+ Add							1,210 People
February	Good Deeds Day	[Avatar]	Past	Meetup	Stuck	Nov 19 - 30	130 People
	R&D conference	[Avatar]	Past	Party	Working on it	Nov 12 - 22	200 People
	TLV Tech Conference	[Avatar]	Past	Conference	Done	Apr 25 - 28	55 People

Calendar Management

If you're feeling swamped with scheduling and need a reliable hand, that's where I come in as your virtual assistant.

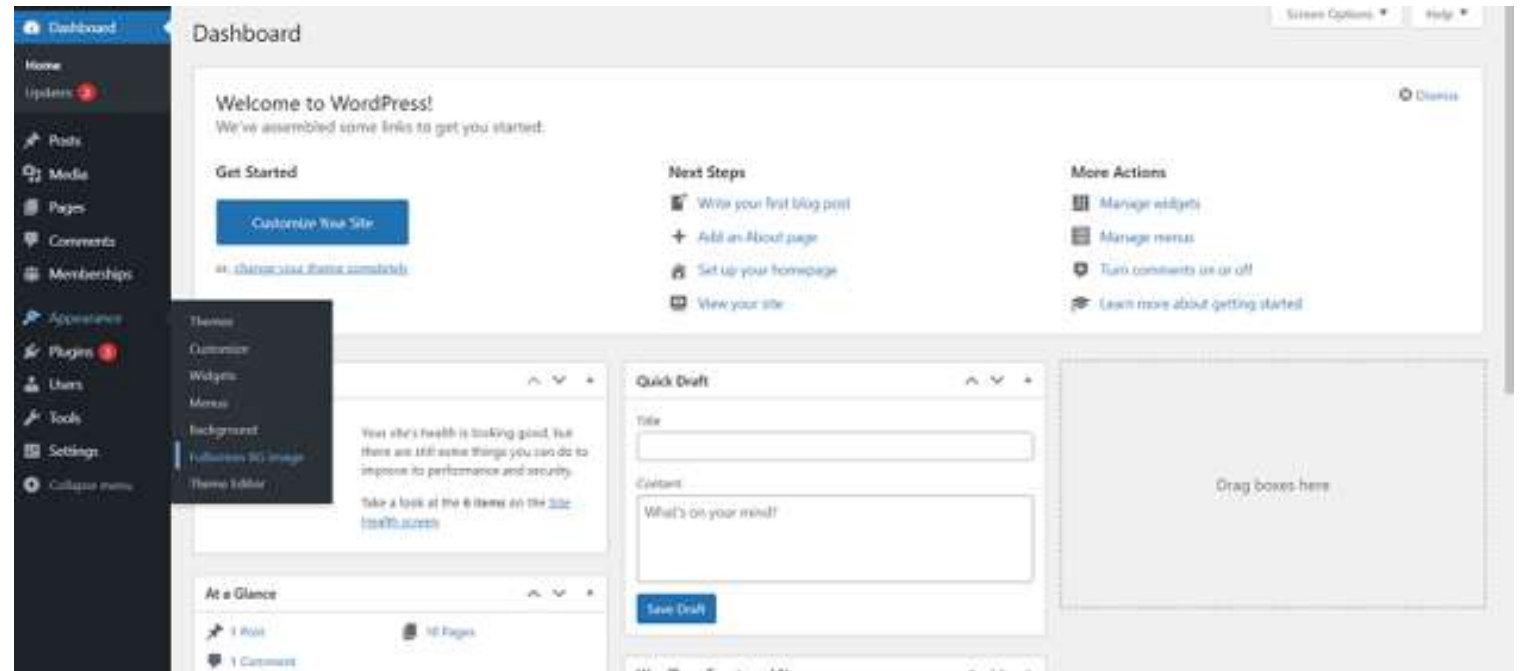
From setting up meetings to coordinating events, I've got your back. I'm here to streamline your schedule so you can focus on what matters most – making moves and achieving your goals.

January	February	March	April	May	June	July	August	September	October	November	December
1 Mo <small>New Year's Day</small>	1 Th <small>Club Night</small>	1 Th	1 Su	1 Tu	1 Fr	1 Su	1 We	1 Sa	1 Mo <small>40</small>	1 Th	1 Sa
2 Tu	2 Fr	2 Fr	2 Mo <small>Easter Monday</small>	2 We	2 Sa	2 Mo <small>37</small>	2 Th	2 Su	2 Tu	2 Fr	2 Su
3 We	3 Sa	3 Sa	3 Tu	3 Th	3 Su	3 Tu	3 Fr	3 Mo <small>38</small>	3 We	3 Sa	3 Mo
4 Th	4 Su	4 Su	4 We	4 Fr	4 Mo <small>23</small>	4 We	4 Sa	4 Tu	4 Th	4 Su	4 Tu
5 Fr	5 Mo <small>6</small>	5 Mo <small>10</small>	5 Th	5 Sa	5 Tu	5 Th	5 Su	5 We	5 Fr	5 Mo <small>45</small>	5 We
6 Sa	6 Tu <small>CVP Launch</small>	6 Tu	6 Fr	6 Su	6 We	6 Fr	6 Mo <small>32</small>	6 Th	6 Sa	6 Tu	6 Th
7 Su	7 We	7 We <small>Garda Launch</small>	7 Sa	7 Mo	7 Th	7 Sa	7 Tu	7 Fr	7 Su	7 We	7 Fr
8 Mo <small>3</small>	8 Th	8 Th	8 Su	8 Tu	8 Fr	8 Su	8 We	8 Sa	8 Mo <small>41</small>	8 Th	8 Sa
9 Tu	9 Fr	9 Fr	9 Mo	9 We	9 Sa	9 Mo <small>28</small>	9 Th	9 Su	9 Tu	9 Fr	9 Su
10 We	10 Sa	10 Sa <small>Monthly Mtg</small>	10 Tu <small>Eurocon Conference</small>	10 Th	10 Su	10 Tu	10 Fr	10 Mo <small>37</small>	10 We	10 Sa	10 Mo
11 Th	11 Su	11 Su	11 We	11 Fr	11 Mo <small>24</small>	11 We	11 Sa	11 Tu	11 Th	11 Su	11 Tu
12 Fr	12 Mo <small>7</small>	12 Mo <small>11</small>	12 Th	12 Sa	12 Tu	12 Th	12 Su	12 We	12 Fr	12 Mo <small>46</small>	12 We
13 Sa	13 Tu	13 Tu	13 Fr	13 Su	13 We	13 Fr	13 Mo <small>33</small>	13 Th	13 Sa	13 Tu	13 Th
14 Su	14 We	14 We	14 Sa <small>Nanyuki Golf</small>	14 Mo <small>20</small>	14 Th	14 Sa	14 Tu	14 Fr	14 Su	14 We	14 Fr
15 Mo <small>5</small>	15 Th	15 Th	15 Su	15 Tu	15 Fr	15 Su	15 We	15 Sa	15 Mo <small>42</small>	15 Th	15 Sa
16 Tu	16 Fr	16 Fr	16 Mo	16 We	16 Sa	16 Mo <small>29</small>	16 Th	16 Su	16 Tu	16 Fr	16 Su
17 We	17 Sa	17 Sa	17 Tu	17 Th	17 Su	17 Tu	17 Fr	17 Mo <small>34</small>	17 We	17 Sa	17 Mo
18 Th	18 Su	18 Su	18 We	18 Fr	18 Mo <small>26</small>	18 We	18 Sa	18 Tu	18 Th	18 Su	18 Tu
19 Fr	19 Mo <small>8</small>	19 Mo <small>12</small>	19 Th	19 Sa	19 Tu	19 Th	19 Su	19 We	19 Fr	19 Mo <small>47</small>	19 We
20 Sa <small>Lioness Ladies Golf</small>	20 Tu	20 Tu	20 Fr	20 Su	20 We	20 Fr	20 Mo <small>34</small>	20 Th	20 Sa	20 Tu	20 Th
21 Su	21 We	21 We	21 Sa <small>Rotary DCA</small>	21 Mo	21 Th	21 Sa	21 Tu	21 Fr	21 Su	21 We	21 Fr
22 Mo	22 Th	22 Th	22 Su	22 Tu	22 Fr	22 Su	22 We	22 Sa	22 Mo <small>43</small>	22 Th	22 Sa
23 Tu	23 Fr	23 Fr	23 Mo	23 We	23 Fr	23 Mo <small>30</small>	23 Th	23 Su	23 Tu	23 Fr	23 Su
24 We	24 Sa	24 Sa	24 Tu	24 Th	24 Su	24 Tu	24 Fr	24 Mo <small>31</small>	24 We	24 Sa	24 Mo
25 Th	25 Su	25 Su	25 We	25 Fr	25 Mo <small>28</small>	25 We	25 Sa	25 Tu	25 Th	25 Su	25 Tu <small>Christmas</small>
26 Fr	26 Mo <small>9</small>	26 Mo <small>13</small>	26 Th	26 Sa	26 Tu	26 Th	26 Su	26 We	26 Fr	26 Mo <small>48</small>	26 We <small>Boxing</small>
27 Sa <small>Lioness Golf Sponsorship</small>	27 Tu	27 Tu	27 Fr	27 Su	27 We	27 Fr	27 Mo	27 Th	27 Sa	27 Tu	27 Th
28 Su	28 We	28 We	28 Sa	28 Mo	28 Th	28 Sa	28 Tu	28 Fr	28 Su	28 We	28 Fr
29 Mo	29 Th	29 Th	29 Su	29 Tu	29 Fr	29 Su	29 We	29 Sa	29 Mo <small>44</small>	29 Th	29 Sa

Data Entry/Website Content Management

From accurate data input to maintaining your online presence, I ensure your information is organized and your website runs smoothly.

I'll streamline your operations and keep your online presence top-notch.



Go-To-Market /Budget Plan

When it comes to Go-To-Market and Budget Planning, count on me to streamline your strategy and maximize your resources.

I'll help you craft a tailored plan that ensures optimal market penetration while keeping costs in check.

 Content Budget								
	January		February		March		April	
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual
SOFTWARE								
Design Software								
Project Management								
Analytics								
Video Editing								
Marketing Automation								
Webinar Hosting								
CRM Software								
Integrations								
Analytics								
Communication								
WEBSITE								
Build								
Domain								
Development								
Design								
Hosting								
PUBLISHING								
Social Media								
Email Marketing								
Blogging Platform								
Landing Pages / Lead Forms								
Premium Content Platforms								
SERVICES								
Stock Photos								
File Management								
Content Curation								
TOTAL:								

Year-to-Date Summary	Budget	Actual
Software	100	100
Website	100	100
Publishing	100	100
Services	100	100
TOTAL	400	400

Skills

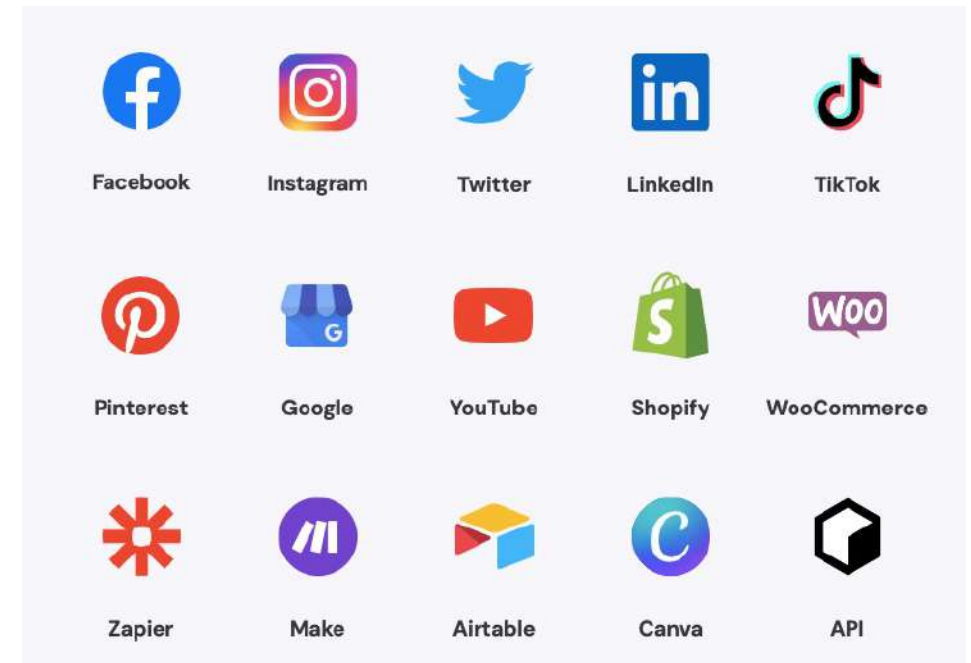
Certified Marketer from:
The chartered Institute of Marketing, UK.



Bachelor of Science, Graphic
Communication and Advertising

Communication Skills, Pro-level Graphic Design, copywriting, Time Management, Growth Marketing, Writing, AI Technology, Market Research, Data Analysis, Cyber security, Digital Sustainability, Collaboration, SEO, SEM, Tech Savvy, Digital Strategy, Campaign Management

Other Digital Tools Competency:



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Thank you.
Let's work together.

<https://motivationnetworktm.com/studio/>

<https://designandprint6.wixsite.com/designandprint6>