

GRACE

Keiraya

AGE: 26 years old
NATIONALITY: Kenyan, based
between Kenya and the USA.



**CREATIVE
STRATEGIST**

Hello, I'm

Grace Kirappa

I am a creative strategist who's all about crafting awesome digital experiences. My background? Well, I've spent some time in social media management and graphic design, always aiming to make people stop and say 'Wow!'

In the past, I used to work as a digital marketing specialist where I helped real estate and beauty brands build audiences online and increase their sales.

My vision for the future is to help lifestyle brands master their online presence and sales through curated connections and community. That's why I'm driven by delivering my digital marketing secrets to brands so they can level up.



WORK

Experience

**JAN 2024-
PRESENT**

CREATIVE STRATEGIST AT AUDIO VISUAL SYSTEMS LTD

**MARCH 2019-
PRESENT**

VOLUNTEER/ HEAD OF MEDIA AT ABRAHAM SHEM MINISTRIES

**OCT 2023-
PRESENT**

CONTENT CREATOR AT BATHERICH & THE DAYFUL WOMAN BLOGS

**JUL 2022-
JAN 2023**

**CUSTOMER EXPERIENCE SPECIALIST AT
EQUITY BANK KENYA LIMITED**

**FEB 2022-
OCT 2022**

**FOUNDER, BLOGGER & INFLUENCER AT
ROOM CRUSH & GLOWING FEM(EXITED)**

WORK

Experience

**MAY 2021-
DEC 2021**

SOCIAL MEDIA MANAGER AT BODY & EARTH, USA

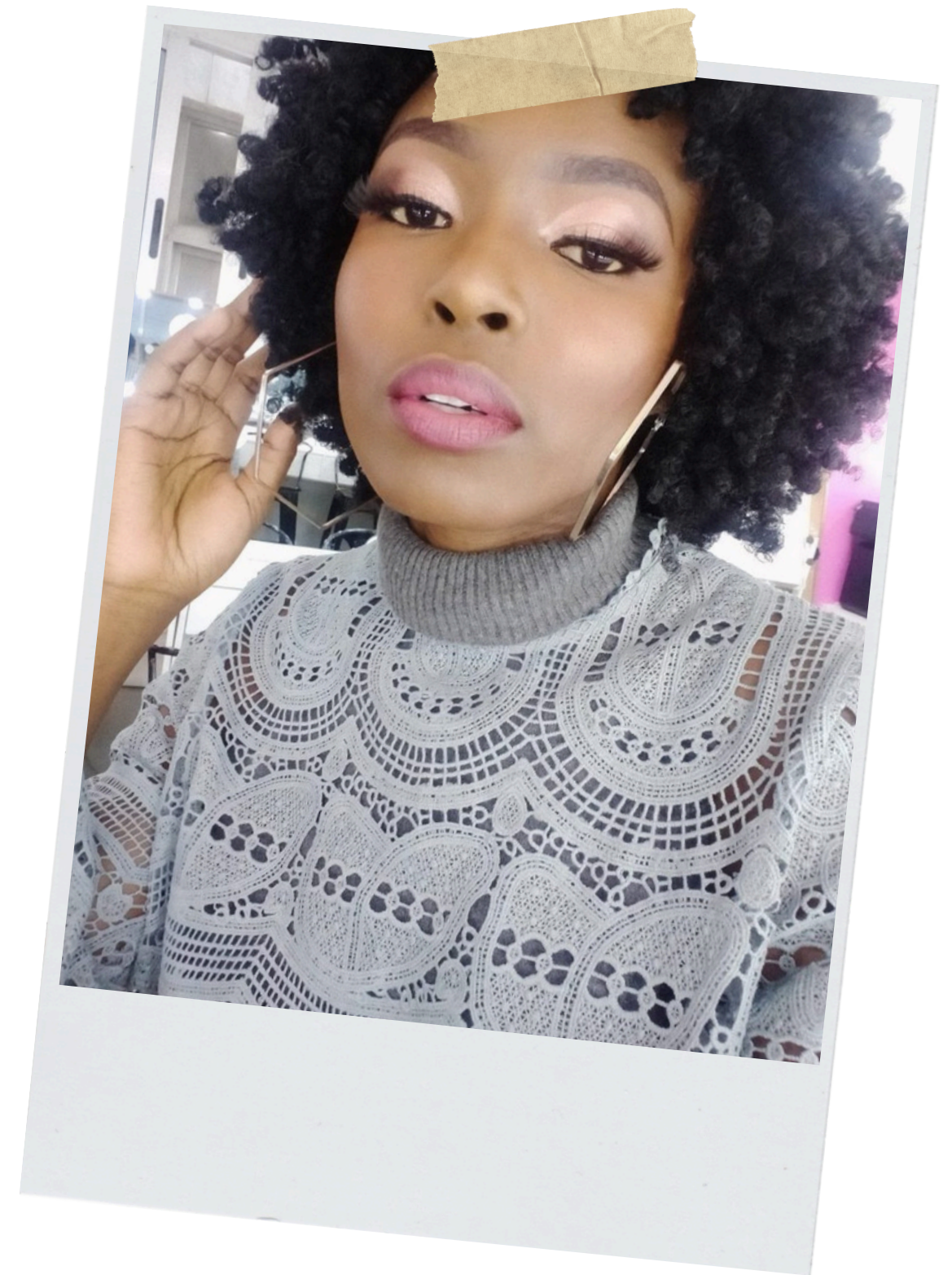
**JAN 2021-
DEC 2021**

PINTEREST ACCOUNT MANAGER - TAPART, USA

**JAN 2019-
DEC 2021**

FREELANCE WRITER - FIVERR

MY *Baruffalia*



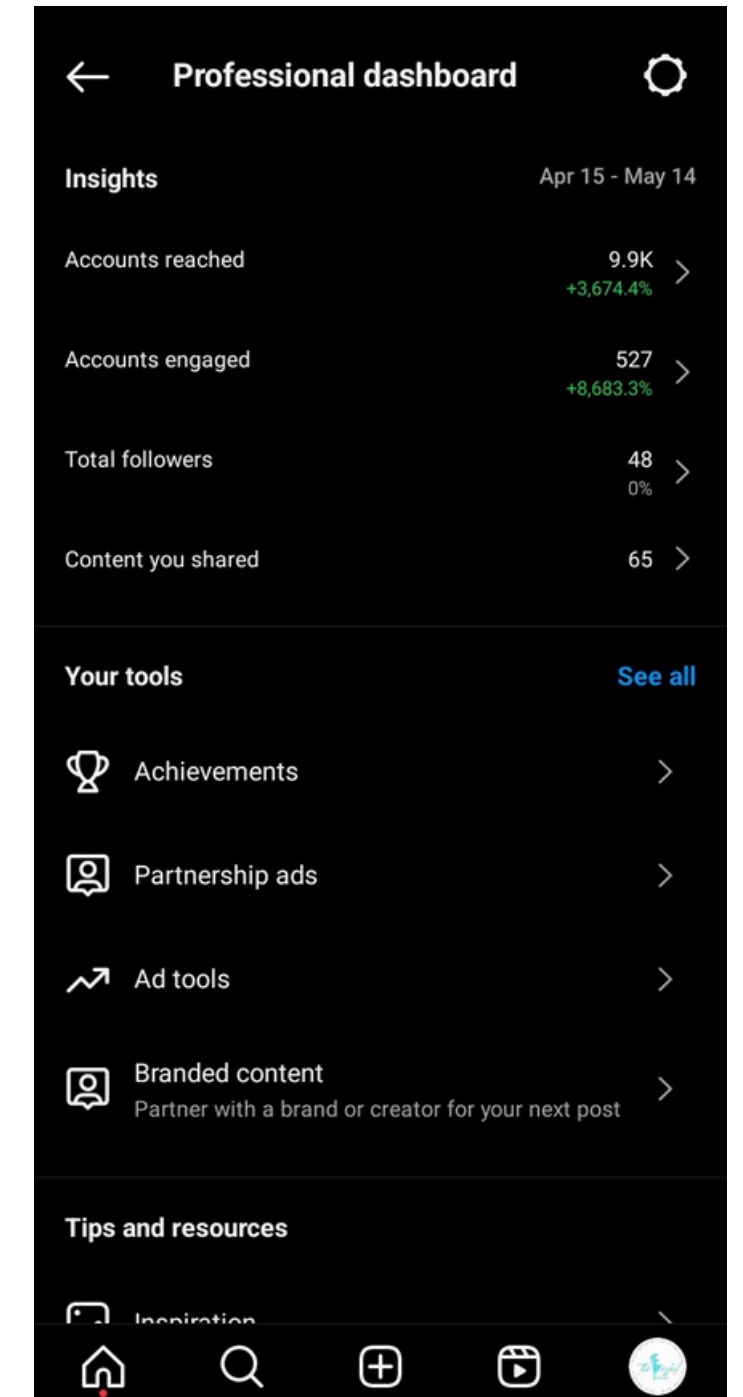
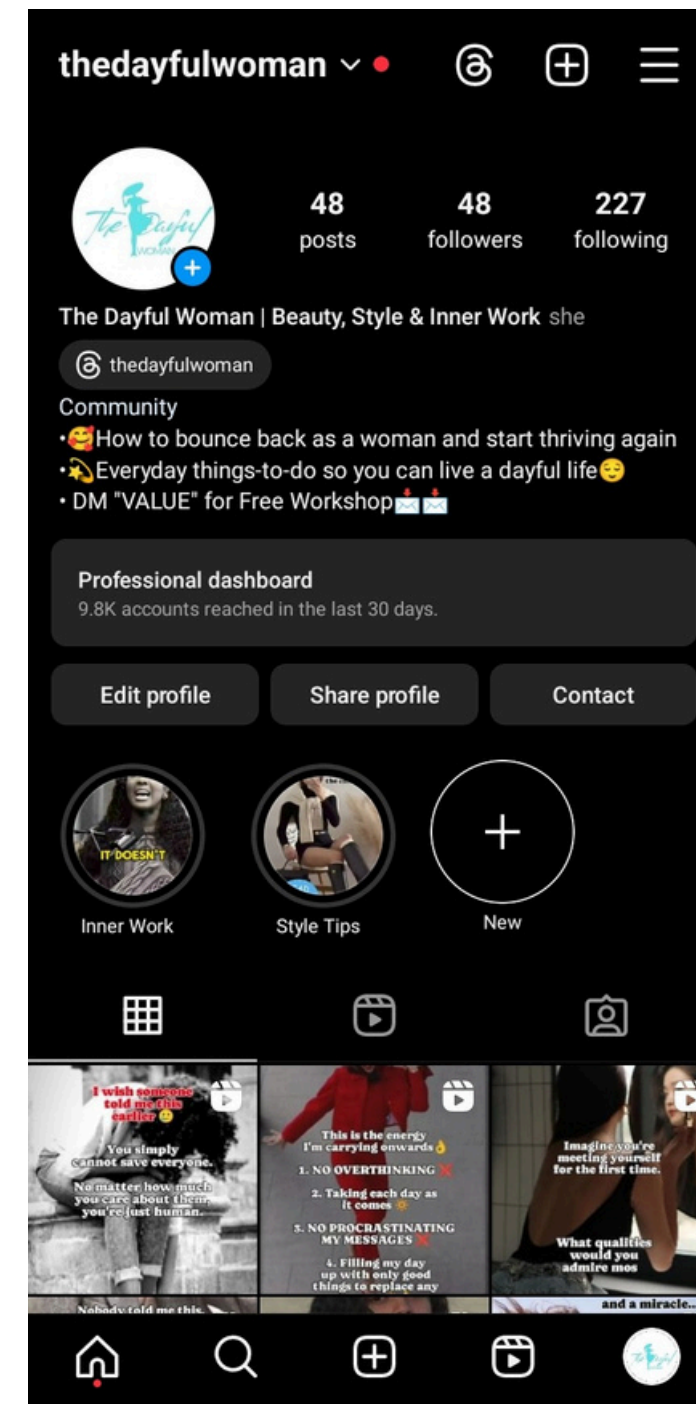
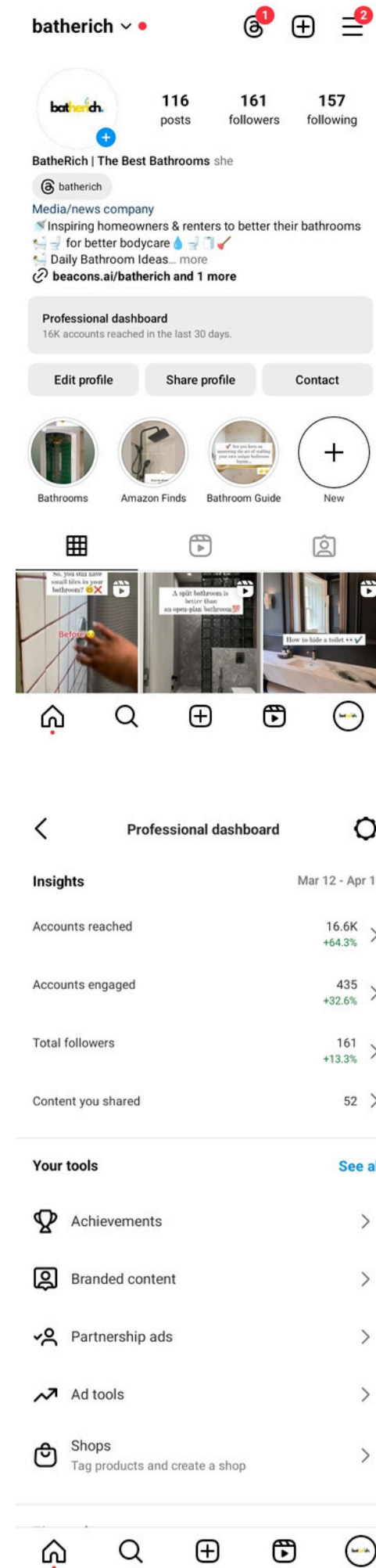
INSTAGRAM MANAGEMENT

I started my journey in Instagram account management by diving into the influencer scene, collaborating with fashion and beauty brands.

From there, I transitioned into managing the accounts of two beauty brands for over half a year, honing my skills in strategic campaign execution and brand visibility.

Venturing further, I delved into cultivating and growing several theme pages, nurturing communities and driving organic growth.

Currently, I'm focusing on nurturing the growth of two budding theme pages, leveraging insights and analytics to continually optimize our content and expand our brand presence.



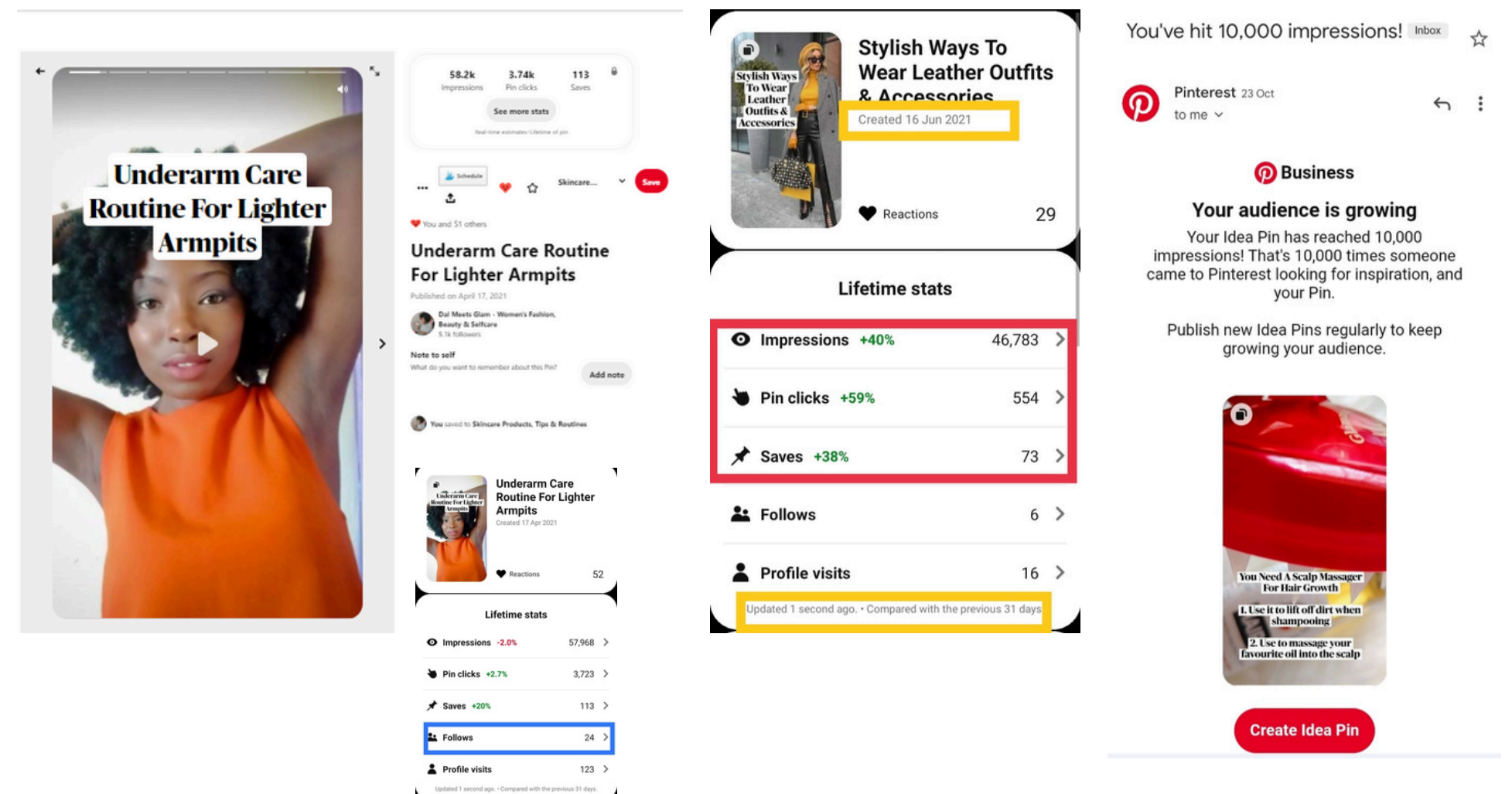
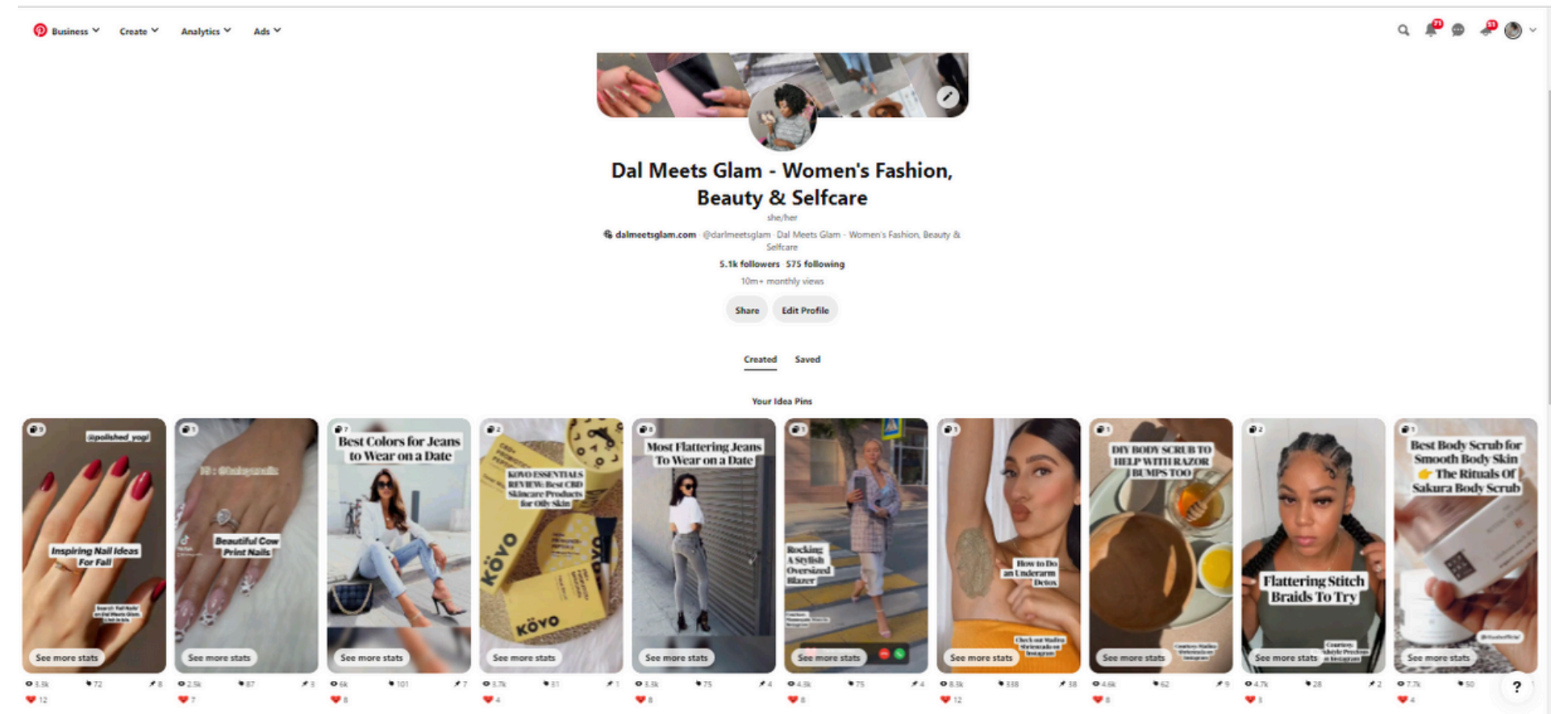
2. PINTEREST MANAGEMENT

I began with the establishment of two successful blogs, leveraging the platform to drive substantial traffic.

Over time, I've cultivated an impressive track record, steering the growth of over six Pinterest pages to consistently achieve over 10 million monthly impressions.

Notably, I managed an art brand's Pinterest page, strategically aligning its presence to drive significant sales. Additionally, I've managed Pinterest pages for clients in the food and home decor niches, executing tailored strategies for each to optimize engagement and conversion.

I am proficient in media buying to complement organic growth efforts and Pinterest graphic design. I've successfully integrated Pinterest as a key component in building email lists, further amplifying brand reach and engagement.

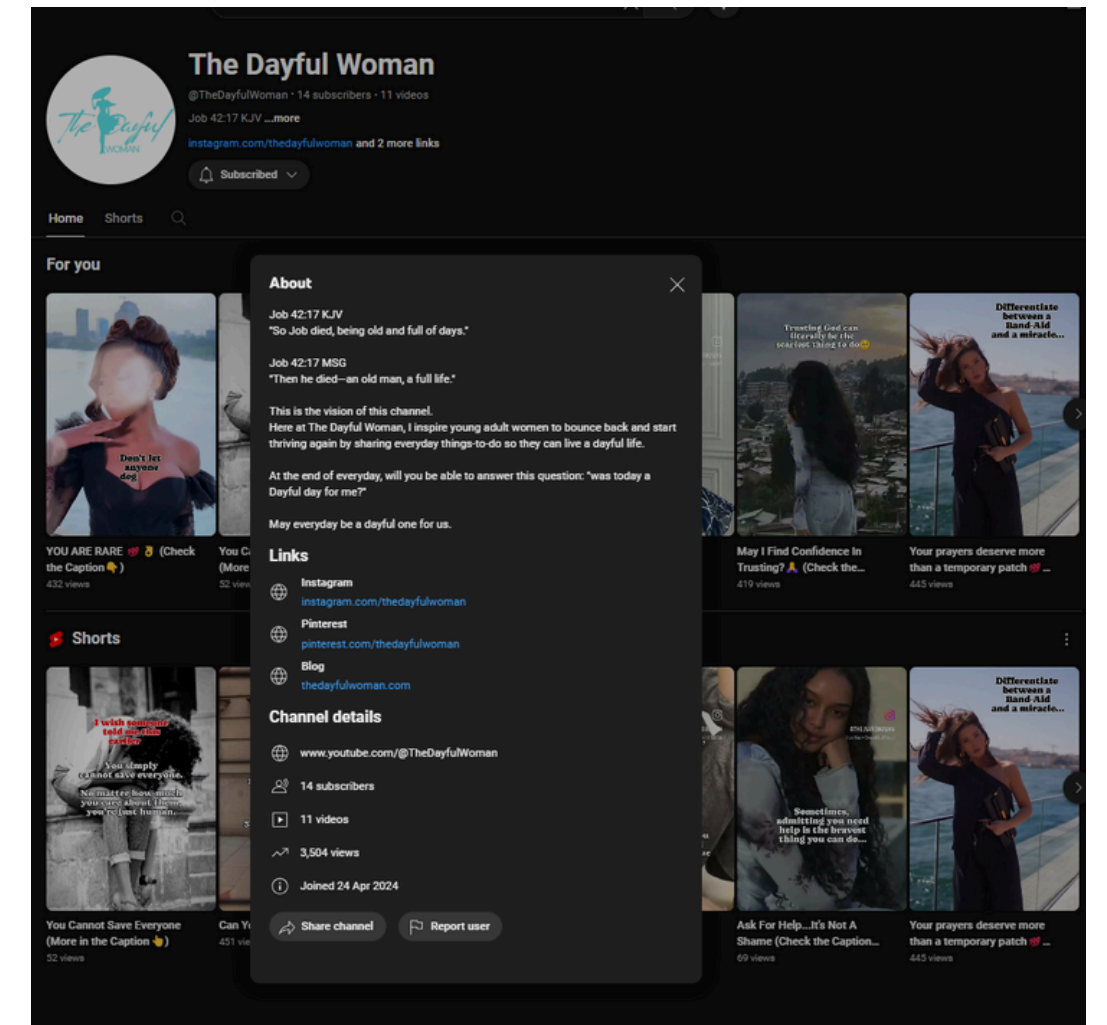
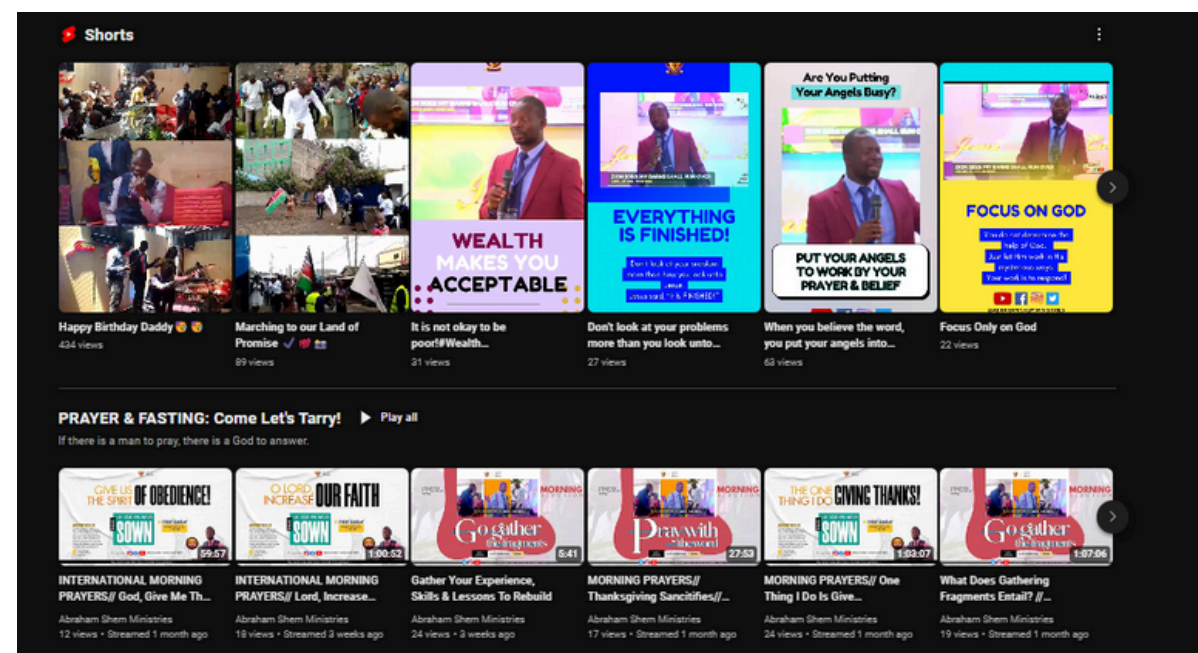
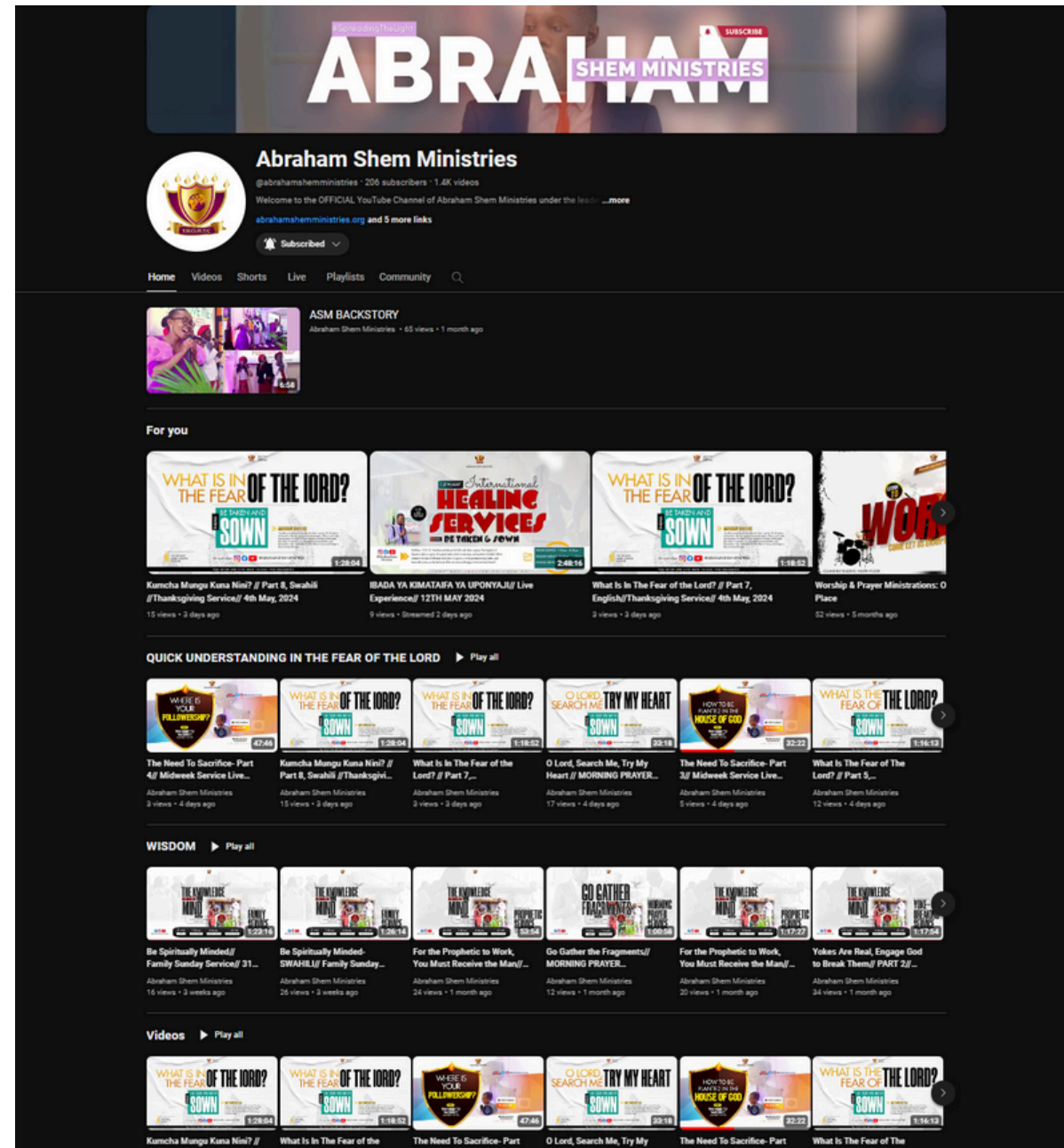


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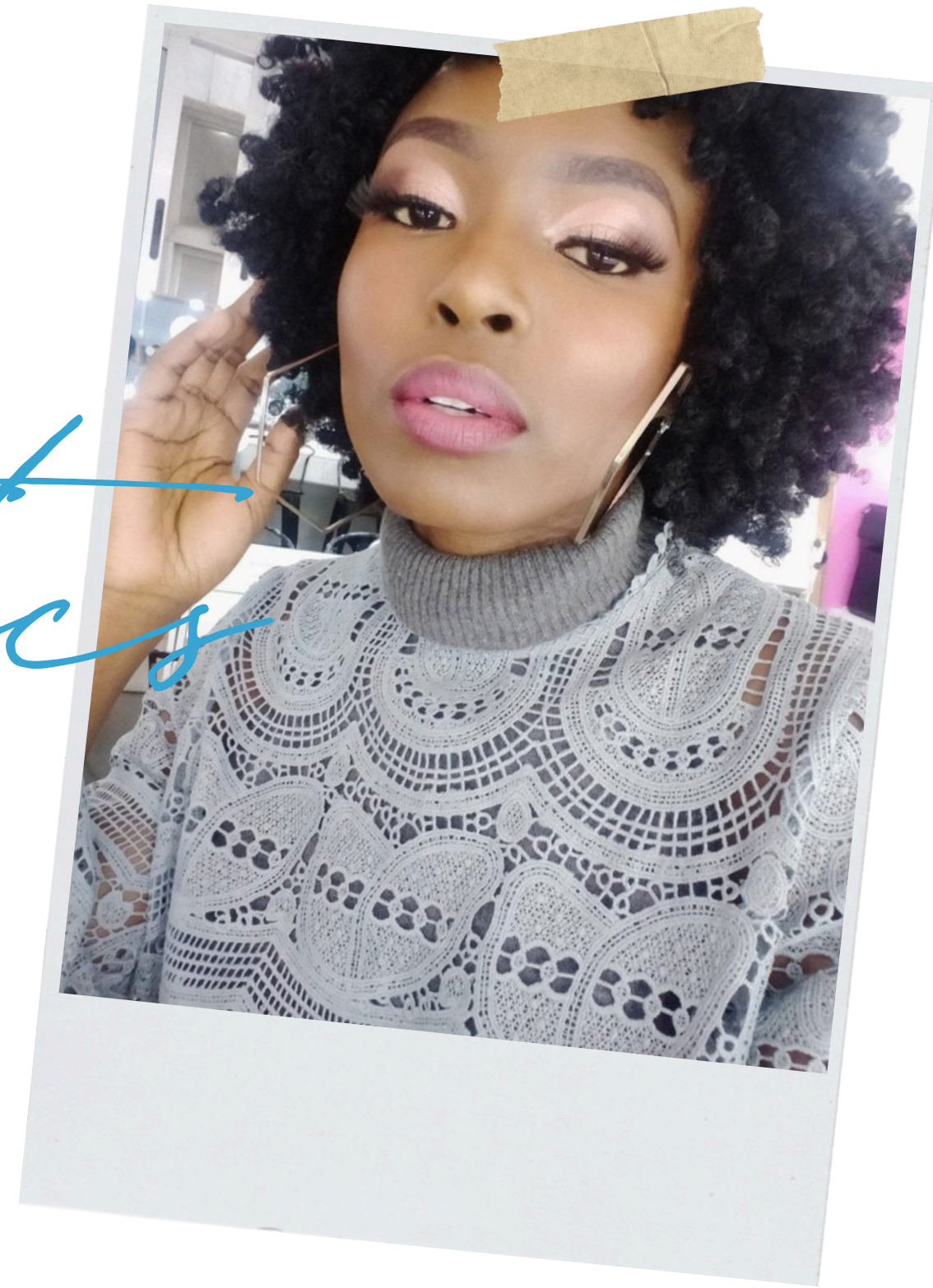
YOUTUBE MANAGEMENT

I've managed and amplified the online presence of a church community through livestreaming, video editing, thumbnail creation, and content repurposing for podcasts and social media.

Additionally, I oversee a YouTube shorts channel for a theme page I manage on Instagram, providing valuable insights into cross-platform audience engagement.



MY
Statistics



batherich 116 posts 161 followers 157 following

BatheRich | The Best Bathrooms she

Media/news company
Inspiring homeowners & renters to better their bathrooms
for better bodycare
Daily Bathroom Ideas... more
beacons.ai/batherich and 1 more

Professional dashboard
16K accounts reached in the last 30 days.

Edit profile Share profile Contact

Bathrooms Amazon Finds Bathroom Guide New

Professional dashboard

Insights Mar 12 - Apr 10

Accounts reached 16.6K +64.3%

Accounts engaged 435 +32.6%

Total followers 161 +13.3%

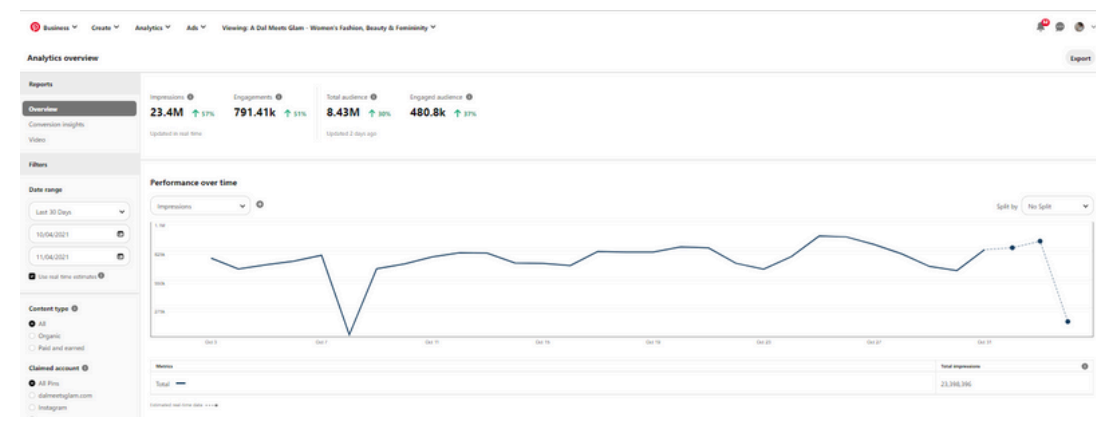
Content you shared 52

Your tools See all

- Achievements
- Branded content
- Partnership ads
- Ad tools
- Shops

Dal Meets Glam | Women's Fashion, Beauty, Lifestyle

2.4k followers



71.62k Impressions 164 Saves 99 Outbound clicks

Your Pin about Room Decor may be relevant to these growing trends: decorate cubic at work +72% dark fantasy bedroom +200% Bob mirrors +100%

How to Incorporate Black into Your Luxury Bathroom Design

Black is a classic color that is always in style and can be used to add a touch of luxury, sophistication, and drama, even in your bathroom. You can use black as an accent color through...

8 Stunning Fluted Bathroom Features: How to Incorporate This Texture Trend

Adding texture to your bathroom is a great way to enhance its overall design and create a visually appealing space. If you're looking for creative details to add to your bathroom, t... more

Pin stats

Underarm Care Routine For Lighter Armpits
Created 17 Apr 2021

Reactions 52

Lifetime stats

- Impressions -2.0% 57,968
- Pin clicks +2.7% 3,723
- Saves +20% 113
- Follows 24
- Profile visits 123

Updated 1 second ago. Compared with the previous 31 days.

Saved to these boards

469.03k Impressions 635 Saves 150 Outbound clicks

20+ Chic Almond Nail Designs Perfect For Summer - Dal Meets Glam

almond nails are so chic! No, if you prefer long nails, try these almond nail designs for a beautiful summer vibe!

Comments

Waffle buns are loved to weight

58.2k Impressions 3.74k Pin clicks 113 Saves

Underarm Care Routine For Lighter Armpits

Published on April 17, 2021

Dal Meets Glam - Women's Fashion, Beauty & Selfcare 5.7k followers

Note to self

5.04M Impressions 215.95k Pin clicks 17.18k Saves

How to Do an Underarm Detox

Published on September 27, 2021

Dal Meets Glam - Women's Fashion, Beauty & Selfcare 14k followers

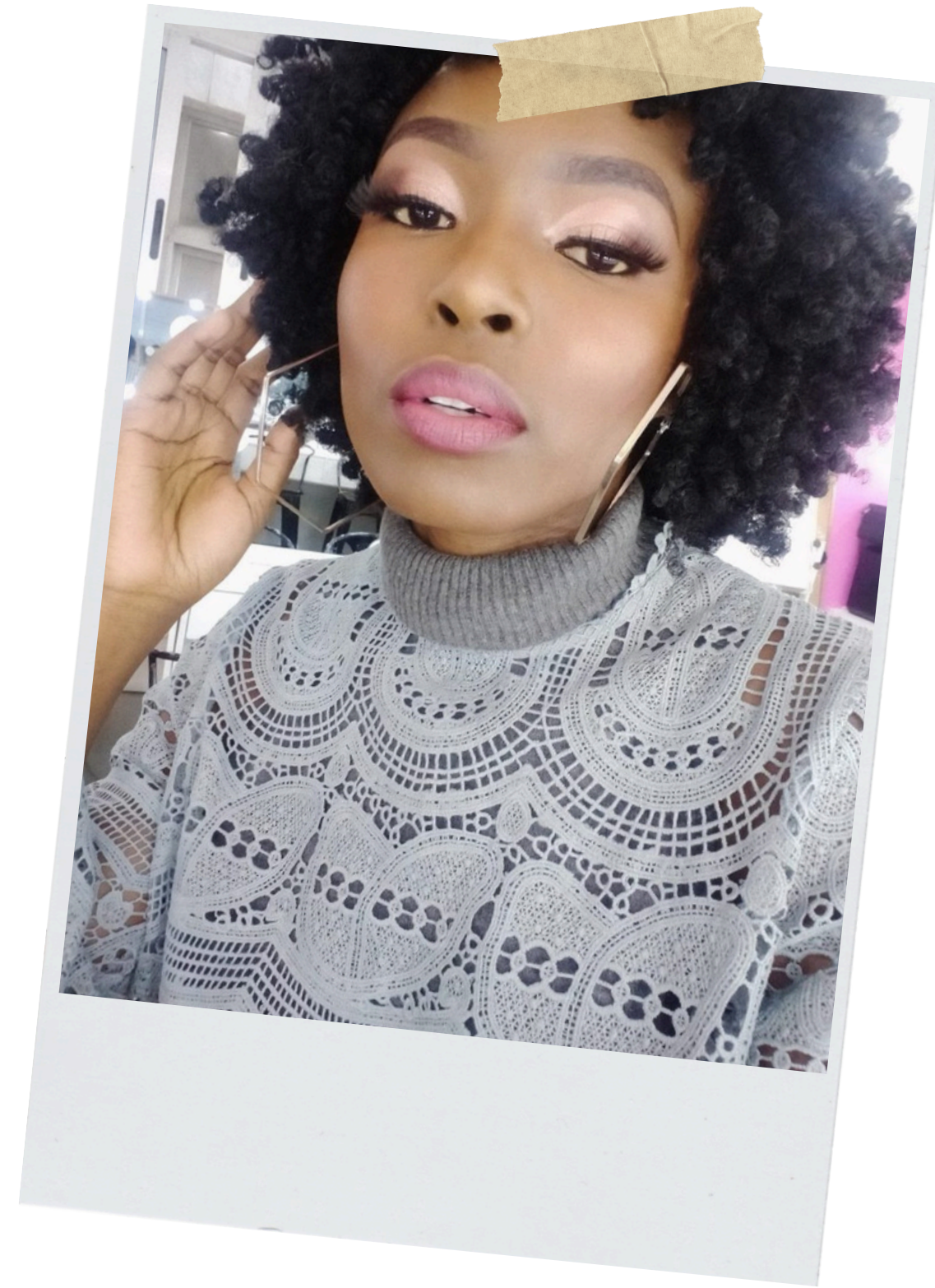
97.77k Impressions 1.16k Saves 306 Outbound clicks

How to Style Mom Jeans & Look Modern - Dal Meets Glam

Mom jeans are back in trend! They are so fashionable, and comfy. Find out how to choose a flattering pair and style your mom jeans today!

Comments

MY
Skills



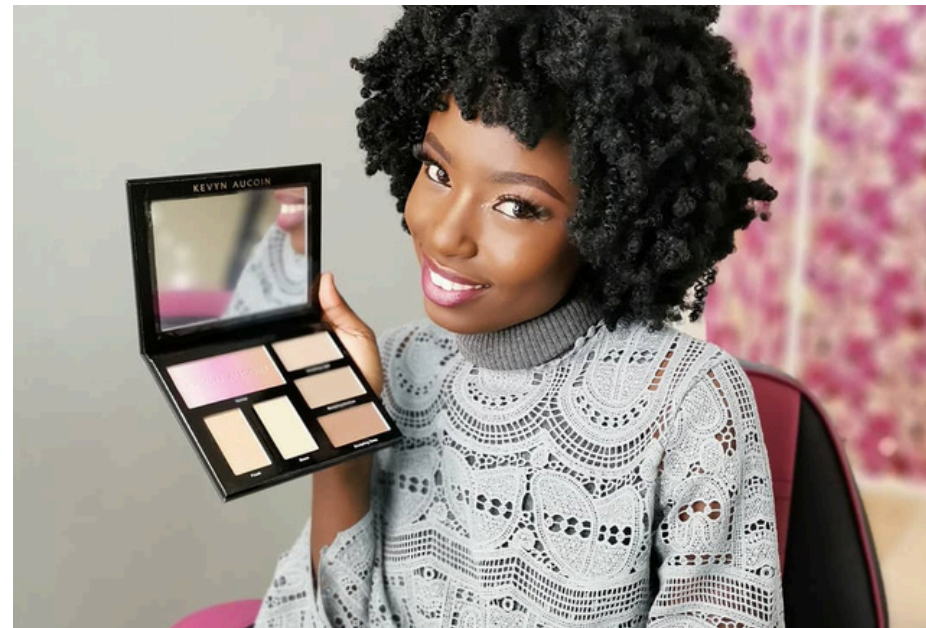
Skill 1:

PRODUCT PHOTOGRAPHY & REVIEWS FOR UGC

I'm all about bringing products to life through photography and editing. Whether it's snapping stunning shots or jazzing them up in post-production, I've got you covered.

And when it comes to telling the story of a product, whether it's through a blog post, a catchy caption, a heartfelt testimonial, or a fun video review, I'm your go-to person.

[MY PORTFOLIO](#)

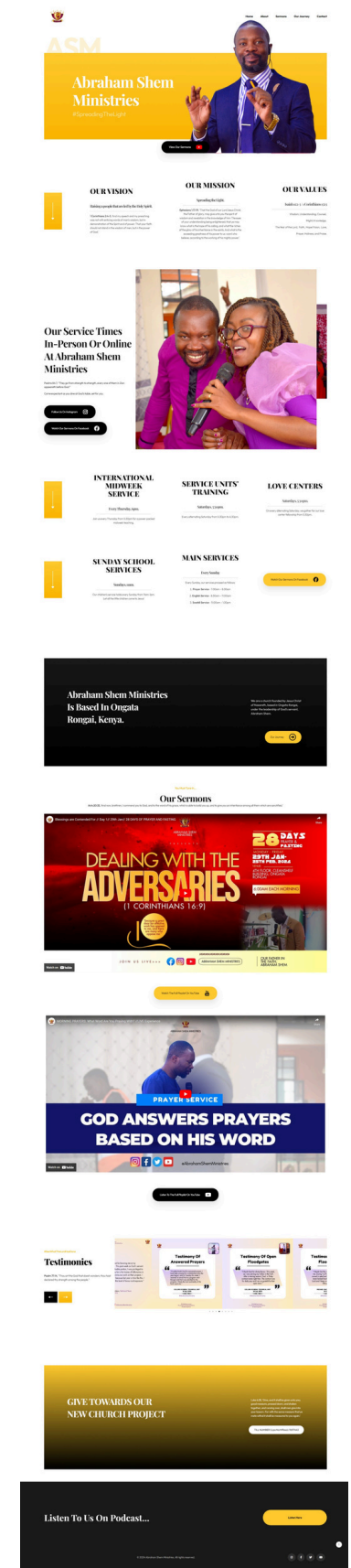
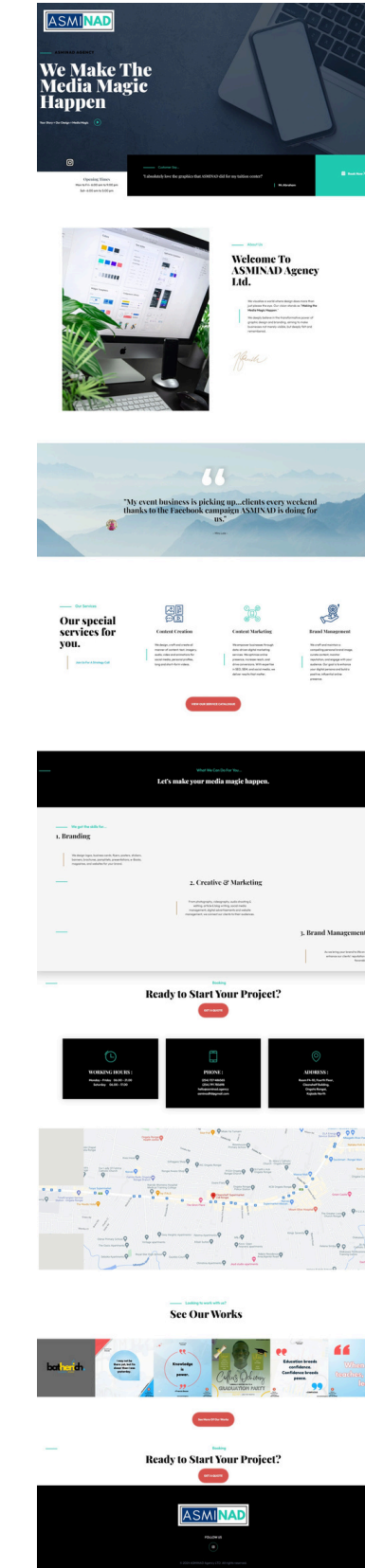
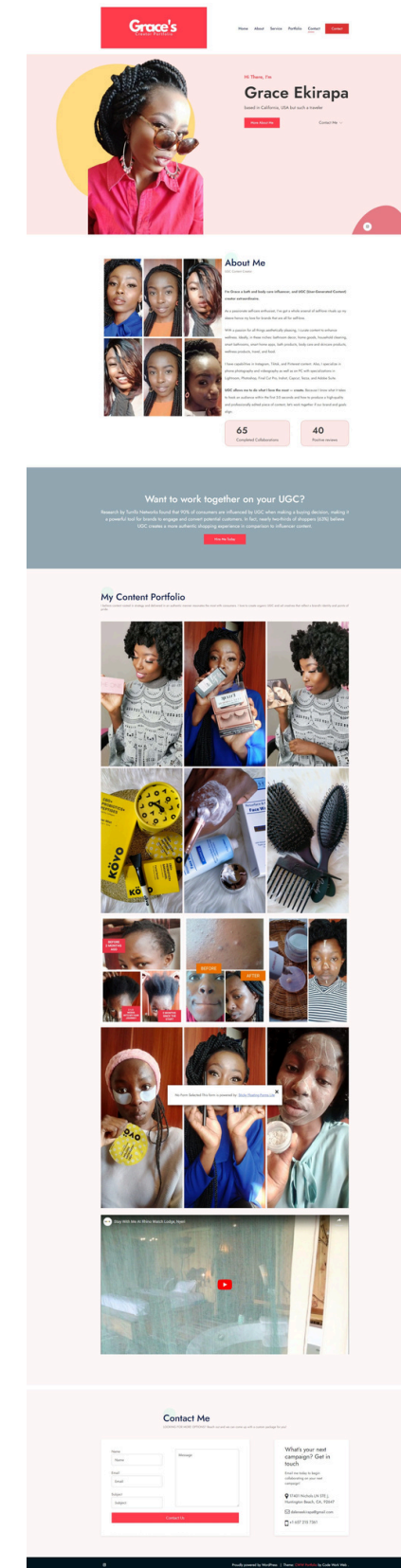
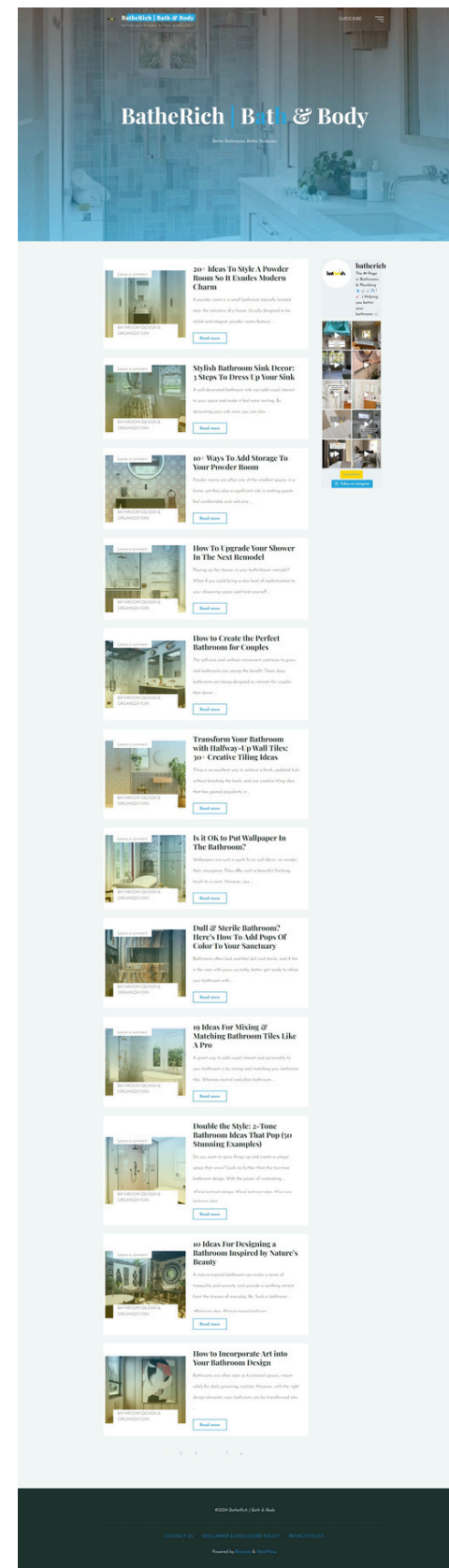


Skill 2:

WEBSITE DESIGN

I am proficient in WordPress and Shopify, I specialize in crafting visually appealing and functional websites that drive results.

From troubleshooting technical issues to implementing strategies for increased traffic, I bring a comprehensive approach to website design and optimization.

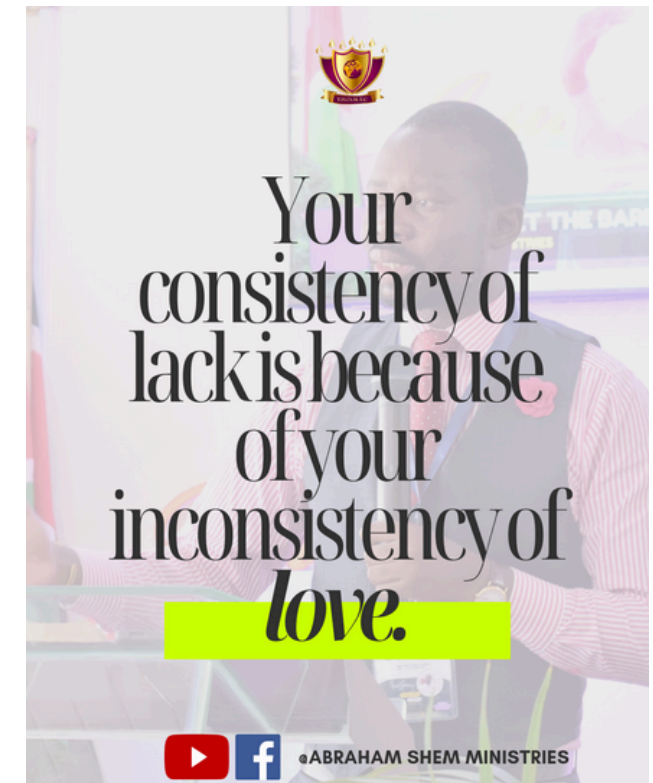
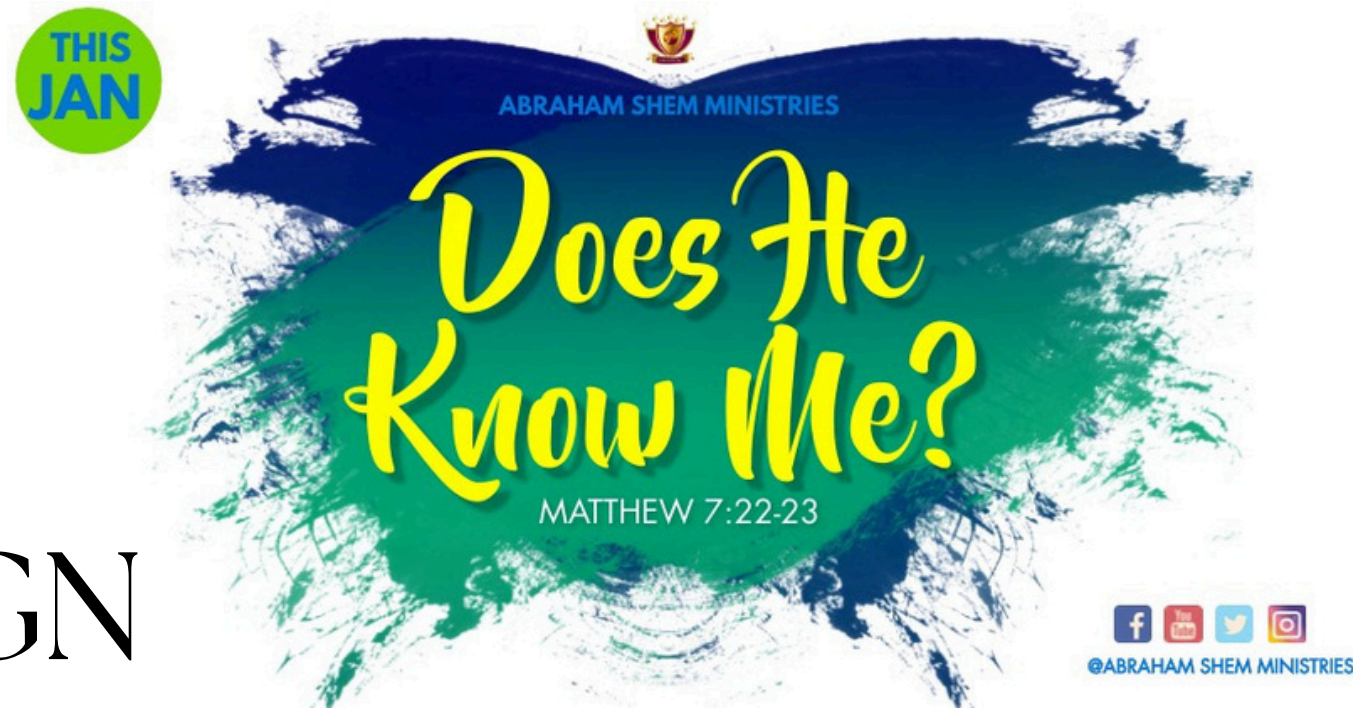


Kill 3: GRAPHIC DESIGN

I'm your one-stop-shop for all things graphic design.

Need a killer logo that screams your brand's personality? I've got you covered. Hosting an event and want eye-catching flyers and posters that turn heads? No problem.

From professional letterheads to engaging brochures, I'll make sure your business stands out. And let's not forget about social media - I'll whip up templates that'll have your followers hitting that 'like' button in no time. If it's visual, I can design it!



OTHER

Skills

Videography & Editing, including Android & iPhone photography & videography

Social Media Marketing (Pinterest, Twitter, Facebook, Instagram, YouTube and TikTok)

Community Management (Engagements, DM Marketing & Email List Building and Management)

Content Strategy Development, Content Creation & Curation (text, imagery and video)

Writing and Proof-Reading

Data, Trend & Competitor Analysis



LET'S WORK

Together

As a social media manager, or creative strategist, I got you!

gracekirapa@gmail.com

