

## PERSONAL PROFILE

Enthusiastic and a go-getter is what I am. Professionally and passionately a creative who loves to let his imagination run wild a little and takes every opportunity as a learning process for both growth and exposure. I tend to say, "There is beauty in Expression".

## PROFESSIONAL SKILLS

- Communication Skills
- Poetry / Writing
- Desktop Publishing
- Content Developing
- Videography/ Photography
- Adobe Photoshop
- Adobe After Effects
- Adobe Audition
- Adobe Premiere Pro
- Audio & Video Editing
- Radio & TV Production
- Scripting.

## CONTACT INFORMATION

Number: 0790644492/ 0772 326 455

Email: dannycypher41@gmail.com

Websites:  
anchor.fm/dannythetoryteller.com  
www.dannythetoryteller.wordpress.com

Social Media:  
Instagram @dannythetoryteler  
Facebook @Danny Cypher  
LinkedIn: @ Danny Ngugi

## PERSONAL INTERESTS

- Music Curation
- Drama, Comedy, Investigative Films
- Fitness
- Singing & Writing
- Reading
- Travel
- Dancing

## CURRENT DOING

JUST CHAT PODCAST  
Mental Health Based  
<https://anchor.fm/dannythetoryteller>

ONLINE FREELANCE WRITER  
Article, Product research/Blog Posts.

# DANIEL NGUGI

Journalist/ Content Producer/ Podcaster/ Writer/ Radio Host & Producer.

## Professional Background

*D&R Studios (January 2025 - April 2025) On-call contract*

**Content Logger (Consultancy) - The Mommy Club.**

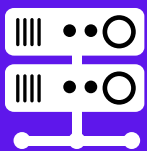
- As part of The Mommy Club project, I played a dynamic role in the production pipeline, reporting directly to the Head of Production to ensure smooth coordination across content development. My responsibilities included logging and reviewing footage, identifying standout moments, key themes, and potential story arcs to shape the narrative direction of each episode. I also contributed significantly to pre-production by pitching ideas, researching story developments, and sourcing authentic scenes to enrich the show's realism. My commitment to detail was reflected in how I transcribed interviews, vetted usable content, and maintained accuracy even while managing high volumes of footage under tight deadlines.
- In addition to editorial contributions, I brought technical expertise to the table, with a strong grasp of editing principles, multiple media formats, and various editing programs. I was responsible for designing and presenting logged content to the production team, following it through every stage—from initial storyboarding to post-production—ensuring consistency in tone and visual style. My role required critical decision-making on content suitability, which directly influenced what was delivered to clients. This holistic involvement across the content lifecycle sharpened my storytelling instincts and strengthened my ability to balance creativity with technical precision.

*Uptown Radio (May 2024 - March 2025)*

**Radio Producer // Host (Part-time).**

I did the following at the organization were;

- Content Curation in both video and picture format.
- Helping manage content in the company's specific Social Media platforms, i.e. Instagram, TikTok, X & Facebook.
- Hosting the 6.00am-10.00am show dubbed 'THE MORNING RUSH' which concentrated on topics of: **Human Interest, Politics, Culture, Relationships and Trends.**
- Making sure ads run as expected and crosschecking content to be talked about on-air in pre-production.
- Content research for other shows as well.
- Conducting technical training for new team members.
- Knowledge in audio software such as; **Adobe Audition, Radio DJ, Voice meeter (VB-Audio).**
- *Hosting and managing guests on the show and maintaining a close relationship with them after.*



## PERSONAL PROFILE

Enthusiastic and a go-getter is what I am. Professionally and passionately a creative who loves to let his imagination run wild a little and takes every opportunity as a learning process for both growth and exposure.

I tend to say, "There is beauty in Expression".

## PROFESSIONAL SKILLS

- Communication Skills
- Poetry / Writing
- Desktop Publishing
- Content Developing
- Videography/ Photography
- Adobe Photoshop
- Adobe After Effects
- Adobe Audition
- Adobe Premiere Pro
- Audio & Video Editing
- Radio & TV Production
- Scripting.

## CONTACT INFORMATION

Number: 0790644492/ 0772 326 455

Email: dannycypher41@gmail.com

Websites;  
anchor.fm/dannythetoryteller.com  
www.dannythetoryteller.wordpress.com

Social Media:  
Instagram @dannythetoryteller  
Facebook @Danny Cypher  
LinkedIn: @ Danny Ngugi

## PERSONAL INTERESTS

- Music Curation
- Drama, Comedy, Investigative Films
- Fitness
- Singing & Writing
- Reading
- Travel
- Dancing

## CURRENT DOING

JUST CHAT PODCAST  
Mental Health Based  
<https://anchor.fm/dannythetoryteller>

ONLINE FREELANCE WRITER  
Article, Product research/Blog Posts.

# DANIEL NGUGI

Journalist/ Content Producer/ Podcaster/ Writer/ Videographer

## Professional Background

*D&R Studios (October 2023 - February 2024)* **On-call contract**

**Content Logger- The Real Housewives of Nairobi (Consultancy)**

- Reporting to the Head of Production to review logged content or share response on pitching, scheduling and shot content.
- Making notes of the best footage, key themes and story arcs, sometimes transcribing parts of interviews.
- Sourcing and research on potential story developments to use for show scenes when filming.
- Taking note of tones, as well as vetting which bits of footage are usable and which are not.
- Attention to detail, meticulous in my work and accurate when presenting information, even when dealing with large amounts of data; as well as able to meet tight post-production deadlines
- **SKILL:** have a strong understanding of editing and knowledge of multiple programs, have knowledge of a variety of media formats and computer types.
- Design and present logged content to production and follow through the first stage of pre-production to the final post production and watch content before it is shared to the respective client(s).

## PROJECTS WORKED ON;

- **Best Of** (Feature Series aired from NTV Kenya).
- **Roast House** (featuring Stand-up Collectives) on Showmax.
- **Comedy Riot** (featuring Stand-up Collectives) on Showmax.
- **Our Fifth Anniversary** on Maisha Magic East.
- **Real Housewives of Nairobi Season 1 & 2** on Showmax.

*Kristal Hair & Beauty Studio (April 2023-Aug2023)*

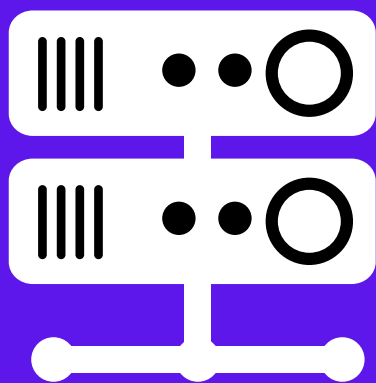
**Social Media Manager/Curator (Contract Based)**

As a Social Media Curator, I am in charge of;

- Content Creation in both video and picture format.
- Managing the company's specific Social Media platforms, i.e. Instagram & Facebook.
- Creating a monthly content calendar to guide on content postings and timelines for the same.
- Community Management i.e. tracking posts progress through insights, stories progress and Direct messaging.
- Content Writing, sharing short instructive GIF's for the page's stories to attract potential clients.
- Sharing analytics reports at the end of the month in relation to a project that has been ongoing.
- Conducting team training on how to grow their pages.

# BEAUTY

# IN



# EXPRESSION

# DANIEL NGUGI

Content Producer/ Blogger/ Writer/ Videographer/ Journalist

## Professional Background

***D&R Studios (February 2022 - April 2023) Contract Based  
Assistant Production Manager// Content Logger (Consultant)***

- Reporting to the Head of Production to receive delegated duties or share response on pitching, scheduling and shooting content.
- Creating weekly shooting budgets for all respective filming plans and submitting to the finance department for implementation.
- Sourcing and research on potential shooting locations.
- Developing exceptional pitch decks that are presented to clients and casts who we would want to involve in a production.
- Conceive and implement concepts, guidelines and strategies in various creative projects and oversee them.
- to completion
- Produce fresh, innovative work that translates complex ideas into compelling digital content.
- Design, Present and oversee a production from the first stage of pre-production to the final post production and review content before it is shared to the respective client(s).
- Managing a set as well as the crew while on production and making sure the casts are comfortable as well for seamless shooting.
- Report progress of projects at major stages of their conception, creation, and execution.
- Ensure the designs and content shot reflects consistently and positively to the brand image and company ideas.
- Anticipate problems that may impede a project from completing on time and implement solutions.

## PROJECTS WORKED ON;

- **Best Of** (Feature Series aired from NTV Kenya).
- **Roast House** (featuring Stand-up Collectives) on Showmax.
- **Comedy Riot** (featuring Stand-up Collectives) on Showmax.
- **Our Fifth Anniversary** on Maisha Magic East.
- **Real Housewives of Nairobi Season 1 & 2** on Showmax.

***JAYB Events (August 2020 - December 2021)***

**Creative Director (Part-Time)**

- Work with the team to produce new ideas for company branding, promotional campaigns, and marketing communications.
- Create and implement tailored marketing plans based on individual client requirements.
- Shape brand standards and create procedures to ensure all products are brand appropriate.
- Develop exceptional and well-crafted copy that meet clients' requirements.
- Conceive and implement concepts, guidelines and strategies in various creative projects and oversee them to completion
- Produce fresh, innovative work that translates complex ideas into compelling print materials and digital experiences for visually sophisticated audiences
- Design, Present, or oversee Proposals of final concepts, and obtain approvals for deliverables
- Report progress of projects at major stages of their conception, creation, and execution
- Ensure designs and content reflect consistently and positively the brand image and company ideals.
- Anticipate problems that may impede a project from completing on time and implement solutions

### ***Still Alive Production (September 2019 to July 2020)***

#### **Content Developer**

- I was in charge of managing Social Media content.
- I also did Videography and Photography.
- Developing creative concepts in scripting as well as content for social media platforms.
- In charge of creating Ads for our corporate clients.
- I gained exposure and expertise on creative skills while working here.
- I managed to increase number of clientele through interactions through social media; mainly facebook.

### ***International School of Advertising (March 2019-Aug 2019)***

#### **Student Affairs/ Administrator**

- I developed good management and communication skills.
- Coordinated all student affairs duties such as class assignment submissions, class attendance working hand-in-hand with the trainers during their course period.
- Making sure reports and timetables are well issued and created on time.
- I have developed good time management skills as well as team work.

### ***KARF (August 2018- Feb 2019)***

#### ***Kenya Audience Research Foundation)***

#### **Marketing Executive**

- I built enterprise-level contact database for clientele.
- Coming up with new strategies to attract new clients.
- Attending meeting with potential clients.
- Creating leads that may in future be a promising profit generation source.

## **Elimu Media**

### **Video Editor/ Writer/ Photographer (Intern April 2018- July 2018)**

- Edited TV commercials to go on-air.
- Attended events to shoot and edit for content on TV.
- Wrote various articles for them and posted on blogs.
- I gained exposure into the digital world.
- Was one of the selected few as a photographer during the launch of Young Scientists Kenya (YSK 2109) at KICC.

## **PAST EDUCATION**

### **NIBS TECHNICAL COLLEGE**

***DIPLOMA IN JOURNALISM AND MEDIA STUDIES (JUNE 2016- FEBRUARY 2018)***

***PUBLIC RELATIONS & ADVERTISING (JUNE 2016- FEBRUARY 2018)***

- Pursued further studies in the field of Journalism/ Public Relations and Advertising.
- Passed in all 7 ICM external exams.
- Graduated on 9th March 2018.

### **VITEEC COMPUTER INSTITUTE (Jan-March 2016)**

Course in ***INFORMATION COMMUNICATION TECHNOLOGY COMPUTER BASIC PACKAGES***

Attained a **DISTINCTION**

**Grade A**

### **GOSHEN BOYS' HIGH SCHOOL (2012-2015)**

Completed my KCSE and attained a grade of **C+**

## **ENGAGEMENT**

- **PODCASTER**; Anchor FM ; Just Chat by Dannythetoryteller  
<https://anchor.fm/dannythetoryteller>
- **Writer**; **CASUAL DESIRE**;  
<https://t.me/casualdesire>