

Sheila Wachira

Digital Storyteller & Social Media Strategist

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PROFESSIONAL SUMMARY

Award-winning digital strategist, content creator, and storyteller with a track record of developing high-impact social media campaigns that drive engagement and advocacy. Proven ability to craft engaging narratives, manage digital communities, and leverage digital platforms for social impact. Passionate about gender equality, women's empowerment, and cultural representation, with extensive experience partnering with organizations to amplify meaningful conversations online.

CORE SKILLS

- **Social Media Strategy & Content Development** – Expertise in cross-platform storytelling to engage diverse global audiences.
 - **Gender Advocacy & Narrative Change** – Proven experience creating content that challenges stereotypes and promotes gender equity.
 - **Audience Growth & Community Engagement** – Successfully built and managed digital communities of 2M+ followers globally.
 - **Crisis Communication & Brand Safety** – Skilled in handling sensitive topics, misinformation, and real-time social media response.
 - **Visual Communication & Design Thinking** – Strong aesthetic judgment and storytelling skills, enhanced by an architecture background.
 - **Project & Time Management** – Ability to lead campaigns, manage collaborations, and execute projects under tight deadlines.
 - **Social Listening & Data Analytics** – Experienced in monitoring trends, analyzing audience behavior, and optimizing content strategy.
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PROFESSIONAL EXPERIENCE

Content Creator & Digital Storyteller

- Built a highly engaged digital community with 1.7M+ followers on TikTok, 200K+ on YouTube, and 100K+ on Instagram.
- Created viral, relatable content with millions of views, driving organic reach and audience interaction.
- Developed strategic social media campaigns, leveraging trends and storytelling to maximize engagement.
- Collaborated with brands and advocacy organizations to produce high-impact digital campaigns.

Advocacy & Social Impact Collaborations

- • Member of CcHub Creative Economy Practice, a network of digital storytellers advancing conversations on gender equity and inclusion.
 - • Partnered with Africa No Filter to challenge harmful narratives and promote diverse African storytelling.
 - • Selected for the Comedy Lab Fellowship, supporting African content creators in reshaping global perceptions.
 - • Designed and executed digital campaigns aligned with equity, representation, and cultural identity, fostering meaningful engagement.
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AWARDS & RECOGNITIONS

- TikTok Awards (Kenya) – Popular Creator of the Year & Comedy Creator of the Year.
 - YouTube Silver Creator Award – Recognized for surpassing 100K+ subscribers.
 - Africa No Filter Comedy Lab Fellow – Selected for a prestigious digital storytelling fellowship.
 - Kekere Storyteller Fund Grant – Awarded for creating impactful content challenging harmful narratives
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EDUCATION

Bachelor's Degree in Architecture (University of Nairobi)


TECHNICAL AND SOCIAL MEDIA TOOLS


- ✓ Advanced: TikTok, Instagram, YouTube, Facebook, LinkedIn, X (Twitter), Canva, CapCut, Adobe Premiere Pro
 - ✓ Experienced: Meta Business Suite, social listening tools
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LANGUAGE


- Fluent in English (Excellent written and verbal communication)


CONTACT INFORMATION

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