

Clarence Mwangi Kimani

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SUMMARY

With over 10 years of experience, I am an accomplished Technical Manager and Digital Marketing Strategist with a diverse background spanning television broadcasting, digital advertising, and music production. I have lead digital marketing initiatives, crafting competitive campaign strategies and optimizing digital platforms for maximum impact across Kenya and Africa. As Head Engineer and CEO at Headbangaz Entertainment, I managed all aspects of a recording studio operation, achieving high-quality sound production and successful artist promotion. Adept at creating original compositions, mixing and mastering audio recordings, and developing engaging advertising campaigns. I bring a wealth of experience to every project including website development with a focus on Frontend UI/ UX Design.

ADDITIONAL SKILLS

Adobe Photoshop InDesign After Effects Illustrator
Premier Logic Pro Final Cut pro pro tools
Data Analytics Search engine optimization 3D Animation
Motion Graphics

PROFESSIONAL EXPERIENCE

Technical Manager

In Christ Television 06/2023 - Present

- Create technical solutions for all aspects of the television station's operations.
- Revamp the station's websites.
- Enable 24-hour live-streaming on the organization's website.
- Develop a portal for international partners to upload content efficiently.
- Improve live-streaming capabilities to multiple social media platforms and the free-to-air platform simultaneously via cloud resources.
- Migrate most workflows to the cloud.
- Manage archiving and backing up of data. Ensure compliance with all technical Communications Commission of Kenya regulations.
- Oversee digital marketing strategies.
- Manage staff responsible for posting on social media platforms.
- Play multiple roles to provide solutions and increase the overall functionality and quality of the TV station.

Digital Marketing

Holoworx Africa Limited 02/2024 - Present

- Create a competitive campaign strategy utilizing all available digital platforms.
- Design the company website with a world-class user interface and a clean, easy-to-understand user experience that communicates the company's vision and services.
- Employ advanced digital marketing tools such as search engine optimization.
- Leverage various social media platforms for targeted advertising. Analyze insights from targeted ads and report progress to stakeholders.
- Provide actionable insights leading to effective returns on investment.
- Ensure that the advertising methods introduced by Holoworx are cutting-edge and impactful across Kenya and Africa at large.

EDUCATION

3D Animation, Motion Graphics. Higher National Diploma.

Shang Tao Media College

⌚ 2018 - 2020 🌐 Nairobi, Kenya

Graphic design and website development
Bliss Media Works

⌚ 2001 🌐 Dar es Salaam, Tanzania

SKILLS

Professional Musician Audio Editing
Video Editing Figma
Audio Production UI/ UX Design
Adobe XD
Ambience and Soundtrack Composition
Software and Hardware Installation
Maintenance and troubleshooting
Professional motion graphics
Social Media Networking jingle Creation
Campaign Set Up Analytics & Reporting
Digital Marketing Strategy

ACHIEVEMENTS

Boosting Sales and Reducing Costs through Quality Improvements

Quality improvements led to a 25% sales increase and 13% cost reduction. Trained staff to use software more efficiently, saving time and boosting productivity.

Adopting Cutting-Edge Technologies to Enhance Productivity

Implemented latest technologies and software upgrades, enhancing productivity and aligning with international standards, particularly in AI.

Reorganizing for Better Efficiency

Improved newspaper print quality to international standards by engaging designers and collaborating with senior managers and clients. Resulted in increased sales and more advertisements.

PROFESSIONAL EXPERIENCE

Website Designer

[Freelance-Nairobi, Kenya & Dar es Salaam, Tanzania](#)  2001 - Present

- Focuses on the overall look and feel of websites, ensuring a user-friendly and aesthetically pleasing layout.
- Specializes in creating visual content for websites, such as graphics, icons, and animations.
- Develops animated content to enhance advertisements and banners, adding dynamic elements to web designs.
- Manages the creation and organization of email databases, supporting email marketing campaigns.
- Implements interactive components on websites, such as registration forms, polls, and surveys, ensuring functionality and user engagement.

Head Engineer, C.E.O

[Headbangaz Entertainment](#)  2007 - 2011

- Provide ongoing engineering support to the recording studio, ensuring smooth operation and optimal performance.
- Manage the studio's day-to-day operations efficiently, overseeing scheduling, equipment maintenance, and staff coordination.
- Create original compositions tailored to the needs and preferences of recording artists, enhancing the studio's creative output.
- Handle mixing and mastering of audio recordings and jingles, ensuring high-quality sound production.
- Spearhead advertising and promotion initiatives for the studio and recording artists, utilizing various marketing channels.
- Liaise with media houses to promote studio work and maximize exposure for artists and projects.
- Develop engaging radio and video advertisements to showcase studio capabilities and attract clients.
- Manage event planning and coordination, including performance tours within Kenya and internationally.

Technical Manager, Still & Motion Graphics

[Euphonix Media](#)  2011 - 2013

- Provided comprehensive technical support for Digital LED billboards, from installation to daily maintenance and troubleshooting.
- Conducted regular inspections and diagnosed issues to ensure optimal functionality of the billboards.
- Replaced faulty parts promptly and efficiently, minimizing downtime and maximizing performance.
- Liaised closely with manufacturers of the billboards to resolve technical issues and implement necessary upgrades.
- Created dynamic motion graphics for commercial advertising purposes, tailored to suit the specific requirements of the billboard or other video media platforms such as TV and the internet.
- Collaborated with advertising agencies and clients to conceptualize and execute visually compelling advertising campaigns.
- Ensured that all motion graphics met industry standards for quality and effectiveness in capturing audience attention.

PROJECTS

Leading a High-Profile Project

Designed a multimedia CD for the 2003 Summit in Dares Salaam, featuring information on Tanzania, investment opportunities, an English-Swahili dictionary, and links to government authorities. The project, completed in one month under a strict deadline, was distributed to delegates from 13 member states and successfully tested by stakeholders prior to the summit.

Coca-Cola (TZ)

Conceptualized the H.R. staff appreciation campaign, created related artwork and facilitated printing of posters/ fliers.

ACHIEVEMENTS

Innovating for Cost Efficiency

Introduced remote desktop connections for digital billboards, cutting down technical support costs and improving response times.

Elevating Broadcast Standards to High Definition Quality

Upgraded audio and video quality to HD standards for the TV station, ensuring professional output and enhancing viewer experience.

ADDITIONAL EXPERIENCE

Supervisor – Advertising Graphics Department

[Business Times Limited](#)  2006 - 2007

Producer

[Phoenix RecordZ](#)  2009 - 2010

IT and Design

[BANG Magazine](#)  2006

IT Consultant

[Logic Intel Services](#)  2005 - 2006

Head Engineer

[House of Music Records](#)  2004

Groundwork Marketing and Promotions

[Product Marketing Team](#)  2003

AWARDS

 Employee of the year for innovation