

MY WORK PORTFOLIO

Sharon K.
Musyoka

PR Specialist | Digital Brand Strategist | Social
Media Manager | Project Management Officer

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Bio



**Hello,
I'm Sharon.**

**I'm a PR & Communication Specialist, Digital Strategist
and a Social Media Manager based in Nairobi, Kenya.**

I have spent the last 7 years of my PR & Communication career helping Entrepreneurs, Small to medium-sized businesses and established organisations produce Digital Strategies and Social Media Content to enhance their Brand Recognition, Awareness and Visibility in the best way possible.

I have passionately offered Digital PR & Communication Services such as Digital Marketing, Social Media Management, Ad Management, Content Development and Distribution, and Brand Consultancy services to all my clients.

My ultimate goal is to help many businesses grow their brands digitally.



Areas of Expertize




- PR & Marketing Strategy
- Social Media Management (SMM)
- Project Management
- Search Engine Optimization (SEO)
- Content Development & Distribution
- Graphic Design / Video Editing / Copywriting
- Strategic Brand Management

Services

I Work with Professionals, Entrepreneurs, SMEs and Established Organisations to help them reach and engage with their Target Audiences, Enhance their brand Awareness & Visibility and Generate sales through Digital PR Campaigns, Social Media Marketing and other Digital Communication Strategies.

Tools & Systems am Conversant with.

- I am proficient in using a range of industry-standard Content Development & Brand Management Tools & Systems to create compelling visual content that supports effective brand communication and digital engagement.

Tools / Systems	Purpose	Experience
	Canva is a graphic design platform that provides tools for designing social media graphics, presentations, promotional merchandise and websites.	7 years hands-on experience of using Canva to develop effective marketing campaign content for different platforms like Facebook, LinkedIn, IG, Twitter etc...
	Professional Logo Maker for Custom Logo Designs.	5 years hands-on experience of using Visme to design Logos for my clients in different industries.
	A high-profile tool, focused on inbound marketing and building a solid content marketing strategy.	5 years hands-on experience of using Hubspot to develop effective digital marketing and PR Strategies.



An all-in-one creative platform powered by AI that enables video editing and image design on browsers, Windows, Mac, Android, and iOS.

3 years hands-on experience of using Capcut to create high-quality videos and graphics.



One of the most essential digital marketing tools used to track and report website traffic and SEO performance.

5 years hands-on experience of using Google Analytics tools to track website traffic and performance for my clients.



Advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, and videos to web users.

5 years of hands-on experience in using Google Ads to run Google Ads Campaigns for my clients.



Meta Business Suite allows you to publish, schedule and manage all your Facebook and Instagram content and Adverts from one screen.

7 years of hands-on experience in using Meta Business Suite to manage my clients' Facebook and Instagram Accounts, Schedule and run paid Ads and generate reports.



An all-in-one creative platform powered by AI that provides tools for designing social media graphics, presentations, promotional merchandise and more.

2 years of hands-on experience using Adobe Photoshop to create effective marketing campaign content for different platforms like Facebook, LinkedIn, IG, Twitter etc.



Hootsuite is a social media management tool that brings content creation, Content scheduling, analytics, and social listening to one place.

2 years of hands-on experience using Hootsuite to monitor Social Media management KPIs, optimize content, and report actionable insights.



Sprout Social, Inc. is a social media management tool that helps brands communicate with customers across social channels, collaborate across teams, and measure the effectiveness of their efforts.

2 years of hands-on experience using Sprout Social to manage and monitor Social Media management campaigns across social media platforms, measure effectiveness and report actionable insights.




ChatGPT is a generative artificial intelligence chatbot developed by OpenAI that helps in generating human-like content.

2 years of hands-on experience using ChatGPT and AIPRM in content creation.

Work Samples

1) Digital Marketing & Social Media Management Projects

Brands	Accounts Management	Tasks & Responsibilities
Electricom Solutions Ltd.  Developing, Securing & Energizing Networks	<ul style="list-style-type: none">• Facebook• LinkedIn• TikTok• Website	<ul style="list-style-type: none">• Social Media Management• Content development & Distribution• Brand Management• Community Management• Ad Campaigns Management• Graphic design & Video Editing• Website Management - Blogging & SEO Management
 Calm Haven Centre RECOVER. RELIVE. REGAIN. Calm Haven Centre & Becky Wanyoike (Counselling Psychologist)	<ul style="list-style-type: none">• Facebook• LinkedIn• Website	<ul style="list-style-type: none">• Social Media Management• Content development & Distribution• Brand Management• Community Management• Graphic design & Video Editing• Website Management - Blogging & SEO Management
 HOUSEMAN Hardware	<ul style="list-style-type: none">• Facebook• Instagram	<ul style="list-style-type: none">• Social Media Management• Content development & Distribution• Brand Management• Community Management• Ad Campaigns Management• Graphic design & Video Editing

Brands	Accounts Management	Tasks & Responsibilities
	<ul style="list-style-type: none"> • Facebook • LinkedIn • Instagram • Twitter 	<ul style="list-style-type: none"> • Social Media Management • Content development & Distribution • Brand Management • Community Management • Ads Campaigns Management • Graphic design & Video Editing
<p>SKILET POINT CONSULTING</p> 	<ul style="list-style-type: none"> • Facebook • LinkedIn 	<ul style="list-style-type: none"> • Social Media Management • Content development & Distribution • Brand Management • Community Management • Ads Campaigns Management • Graphic design & Video Editing
	<ul style="list-style-type: none"> • Facebook • LinkedIn 	<ul style="list-style-type: none"> • Social Media Management • Content development & Distribution • Brand Management • Community Management • Ads Campaigns Management • Graphic design & Video Editing

2) Graphic Design / Copywrite Samples

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My Approach!

I believe that successful brand communication begins with understanding. That's why I walk with my clients from the very first discovery call—listening deeply, asking the right questions, and aligning with their vision.

My approach is collaborative, strategic, and results-driven. I start by identifying the brand's unique voice, audience, and goals. From there, I develop tailored digital marketing strategies, craft impactful social media campaigns, and implement cohesive brand management solutions.

Throughout every phase—from strategy development to content creation and performance tracking—I maintain open communication, adapt to evolving needs, and stay focused on delivering measurable impact.

With every project, my mission is simple: To help brands grow with clarity, consistency, and confidence in the digital space.

Please Get In Touch with me to Schedule a Free Discovery Call.

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