

# Naomi Joela Nasasira

[naominasasira@gmail.com](mailto:naominasasira@gmail.com) | <http://linkedin.com/in/naominasasira>

Portfolio link: <https://www.naominasasira.com/>

## EDUCATION

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| <b>MBA</b><br>Hult International Business School   Dubai, United Arab Emirates   | August 2024 |
| <b>Bachelor's in Digital Advertising and Brand Design (Ba Hons)</b><br>Ravensbourne University London   London, United Kingdom | May 2020    |
| <b>International Baccalaureate Diploma</b><br>CATS College Canterbury  Kent, United Kingdom                                    | June 2018   |

## EXPERIENCE

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| <b><a href="#">CLONE ME STUDIOS</a></b>   Kampala, Uganda<br><b>Creative Visual Director</b> - Part time<br>Head of visual direction for a Marketing Agency in Uganda. <ul style="list-style-type: none"><li>In charge of the brands visual identity</li><li>Lead the development of visual concepts and creative ideas for projects, campaigns and events.</li></ul>   | November 2024 - Present       |
| <b><a href="#">62 SINCE 62 CAMPAIGN</a></b>   Kampala, Uganda<br><b>Uganda Tourism with Creative Project.</b> <ul style="list-style-type: none"><li>Co-ordinated a Tourism project that celebrated Uganda's Independence Day while pushing for collaboration with local Ugandan creatives and Ugandan creatives in the UK.</li></ul>  | September 2024 - October 2024 |
| <b><a href="#">DUBAI FUTURE FOUNDATION</a></b>   Dubai, United Arab Emirates<br><b>Academic Accelerator Internship.</b> <ul style="list-style-type: none"><li>Completed the Academia Accelerators Program focused on Waste Management and Sustainability Strategy, contributing innovative solutions to future-focused projects.</li></ul>  | March 2024 - April 2024       |
| <b><a href="#">STANBIC BANK UGANDA</a></b>   Kampala, Uganda<br><b>Marketing Project Coordinator.</b> - Full time <ul style="list-style-type: none"><li>Developed and executed a comprehensive project plan for a multimedia studio, managing a UGX 50 million budget, enhancing the bank's storytelling capabilities.</li><li>Successfully led the launch of a youth sports team collaboration, resulting in a 20% increase in customer engagement within 2 months, enhancing brand warmth and community reputation.</li></ul> | August 2022 – September 2023  |
| <b>NEKA INVESTMENTS</b>   Kampala, Uganda<br><b>Property Manager</b> - Part time.<br>Managing a property for NEKA Investments, a real estate company. <ul style="list-style-type: none"><li>Increased property occupancy rate by 25% within 8 months through strategic marketing efforts.</li><li>Reduced maintenance costs by 70% through strategic vendor management, leading to improved efficiency and tenant satisfaction.</li></ul>   | May 2022 – Present            |

**BOLD IN AFRICA** | Kampala, Uganda

August 2020 - August 2022

**Social Media Manager** - Full time

- Managed company's social media presence.
- Developed and implemented a comprehensive social media strategy, resulting in a 30% increase in online engagement.
- Designed and launched a user-friendly website for a teaching program, enhancing digital presence and accessibility.

**KAZO FM** | Kazo, Uganda

October 2020 - November 2021

**Graphic Designer** - Part time.

- Designed and implemented a comprehensive marketing kit to enhance brand recognition.
- Created visual content for promotional materials and social media, ensuring brand consistency.
- Collaborated with the marketing team to develop and execute marketing campaigns.
- Supported the team with graphic design needs for events and advertisements.

**TBWA UGANDA** | Kampala, Uganda

June 2019 - September 2019

**Assistant to the Head Designer** – Design Internship

- Assisted the Head Designer with creative concepts for clients including MTN, Uganda Tourism Board (UTB), and DSTV.
- Supported the development and execution of marketing campaigns, ensuring brand consistency and objectives were met.
- Conducted market research to inform campaign strategies and design decisions.
- Participated in client meetings and provided creative input and collaborated with teams to deliver design projects on time.

**MALEMBE LIFESTYLE** | Kampala, Uganda

July 2018 - Present

**Creative Collaborator** (Live Experience & Audience Strategy) - Project Based

- Collaborated on both front-of-house and back-end experience design for high-impact concerts and cultural events.
- Supported execution of smooth, high-touch audience experiences for artists including Burna Boy, Boyz II Men, WSTRN, NSG, Gabzy, and Blankets & Wine.
- Contributed to strategic planning around event flow, cultural tone, and creative differentiation, focusing on how to make each show an experience.

**ARC RECRUITMENT** | London, United Kingdom

March 2018 - February 2020

**Events Operations** - Part time.

- Collaborated with cross-functional teams to ensure seamless event operations, enhancing guest experiences.
- Proactively managed inventory and restocked supplies to ensure efficient service during high-profile events.

## Additional Information

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**Skills:** Marketing Strategy, Event Management, Digital Advertising, Brand Design, Social Media Management, Project Coordination, Content Creation, Graphic Design, Data Analysis, Client Relationship Management

**Technologies:** Microsoft Office, Adobe Softwares, Procreate, Tableau, Canva

**Certifications:**

Fundamentals of Visualization with Tableau  
Managing Data Analysis  
Developing a Winning Marketing Strategy  
Work Smarter with Microsoft Excel  
Introduction to Artificial Intelligence (AI)

University of California, Davis  
John Hopkins University  
University of Illinois at Urbana-Champaign  
Microsoft  
IBM

