

Cynthiah Muthogi

Resource Mobilization & Partnerships Specialist | Strategic Communications | Digital Engagement | French Speaking

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PROFESSIONAL SUMMARY

Cynthiah is a Resource Mobilization, Partnerships, and Communications Specialist with over 6 years of experience driving donor engagement, cultivating strategic alliances, and mobilizing resources to advance social impact programs. She demonstrates a strong ability to convert ideas into tangible outcomes, from securing donor commitments and expanding fundraising pipelines to strengthening brand visibility and driving community-led impact initiatives.

She brings a proven track record in building relationships with donors, CSR partners, foundations, and grassroots organizations. Cynthiah excels in crafting compelling proposals, concept notes, pitches, and digital campaigns that persuade, inspire, and drive investment in social causes. She has successfully raised awareness and resources for sensitive social issues such as FGM/C, public health, environmental conservation, and youth empowerment. Her skill set uniquely combines storytelling, donor relations, project implementation, and communication strategy, enabling her to bridge programmatic goals with donor priorities. She is passionate about building sustainable, community-driven systems that protect children and strengthen families.

AREAS OF EXPERTISE

- Fundraising & Resource Mobilization
- Donor Engagement & Stewardship
- Partnership Development & Pipeline Growth
- Proposal & Concept Note Development
- Strategic Communications & Storytelling
- Digital Campaigns, SEO & Social Media Strategy
- Project Implementation & Reporting
- Stakeholder Engagement (Community, NGO, CSR, Government)
- Brand Development & Communication Systems
- Team Leadership & Cross-functional Collaboration

WORK EXPERIENCE

Creative Coordinator, Sponsored Arts for Education (S.A.F.E. KENYA)
November 2024 – November 2025.

Accomplishments and Key Results

- Expanded donor database through online research, in-person networking, and attendance at NGO networking events in Nairobi, securing potential funding opportunities for S.A.F.E.'s projects.

- Designed, pitched, and delivered the Sarah Film Impact Campaign, securing USD 20,000 in initial donor commitments and an additional USD 35,000 after a successful Phase I rollout.
- Established strategic partnerships with local organizations and activists, enabling successful community screenings in Narok, Samburu, Kwale, and Kilifi, reaching 2,000 community members.
- Designed and executed data-driven marketing and social media campaigns, increasing audience engagement and raising organic social media followers from 1,090 to 1,600 in 7 months with active page engagements.
- Secured new screening opportunities for S.A.F.E. films at local and international festivals, events, and conferences, amplifying the organization's reach and impact.
- Collaborated with the fundraising and communications teams to develop funding proposals, contributing to the successful acquisition of 1 grant in a month for film projects.
- Streamlined proposal creation processes, reducing turnaround time by 20% while maintaining high-quality submissions.
- Enhanced community outreach and awareness through strategic partnerships and impactful screenings to foster dialogue on critical social issues.
- Strengthened S.A.F.E.'s digital presence and brand visibility through innovative marketing and social media strategies.
- Spearheaded the production of social change films, including anti-FGC productions, by coordinating stakeholder meetings and ensuring seamless communication across teams, resulting in the timely delivery of high-impact films.
- Led a diverse team of professionals, managing project timelines and resources to achieve on-time completion and high-quality outputs during COVID-19 pandemic-related challenges and restrictions.
- Adapted project workflows during the COVID-19 pandemic, ensuring zero disruptions to film production and community engagement activities.
- Developed and executed strategic communication plans to simplify complex social issues, amplifying anti-FGC campaigns' reach.

Project Manager, African Environmental Film Foundation;
August 2022 - October 2024

Accomplishments and Key Results

- Delivered an impact-driven documentary on Tsavo National Park's history in the final stages, *creating engaging and informative content pieces that resonated with diverse audiences.*
- *Presented complex historical and environmental information in an accessible manner, contributing to an increase in public awareness of Tsavo's significance.*
- Managed project budgets for production activities, ensuring financial efficiency and achieving cost savings through effective resource allocation and expense tracking.
- Optimized budget utilization by implementing cost-effective strategies, enabling the reallocation to critical project areas.
- Coordinated team meetings to address setbacks, propose solutions, and set clear objectives, ensuring on-time project delivery despite challenges.
- Improved team collaboration and productivity through conflict resolution, effective communication, and fostering a collaborative work environment.
- Streamlined the image acquisition process while maintaining compliance with licensing and copyright regulations.
- Strengthened storytelling and audience engagement through strategic communication and high-quality visual media.
- Improved financial efficiency and resource allocation, hence contributing to the successful execution of production projects.
- Enhanced team coordination and leadership, thus ensuring timely and effective project delivery.

Marketing Manager and Outreach Coordinator (Remote), Vanderburgh Sober House, Boston, Massachusetts
April 2021- July 2022

Accomplishments and Key Results

- Managed B2C content creation, website updates, and SEO analysis, driving an increase in sales and boosting in website traffic for a period of 6 months.
- Conducted monthly target audience research and analyzed customer feedback, optimizing marketing strategies to achieve customer satisfaction.
- Curated and edited content about sober living residences, enhancing brand visibility and engagement across digital platforms.
- Utilized SEO best practices and content optimization techniques to improve search engine rankings, leading to a 35% increase in organic traffic.
- Demonstrated strong self-discipline and time management skills, achieving 100% on-time project delivery while working remotely.
- Enhanced proficiency in SEO, content creation, and online marketing, directly contributing to a 60% increase in sales revenue.

Research, Marketing, and Publicity, Good Karma Fiction,
July 2020- March 2021

Accomplishments and Key Results

- Developed and executed marketing and publicity strategies for high-profile films, including "Country Queen," [here](#) resulting in a 15% increase in audience engagement and 20% growth in digital awareness.
- Enhanced media content promotion by leveraging data-driven insights, leading to improvement in campaign ROI across multiple film projects.
- Conducted in-depth research and coordinated content creation for [Country Queen](#), [Chaguo](#), [Journey to Justice](#), and [Business Hero](#) ensuring alignment with target audience preferences and the latest market trends.
- Streamlined marketing planning processes, reducing project turnaround time while maintaining high-quality deliverables.
- Strengthened communication and presentation skills by delivering engaging sessions, resulting in a 40% participant satisfaction rate.

Production Assistant, Filmic Media
January 2019 - June 2020

Accomplishments and Key Results

- Edited and produced the Safari Doctors "[Pamoja Project](#)" by assembling raw footage into a cohesive and impactful documentary.
- Successfully enhanced storytelling quality, resulting in increased audience engagement and broader outreach for social impact initiatives.
- Developed compelling shooting scripts for documentary films, translating complex topics into clear, engaging videos.
- Strengthened pre-production efficiency, ensuring seamless execution during filming. Developed well-structured scripts that improved content clarity and viewer retention.
- Led youth engagement efforts under *the Pamoja Project* in Lamu, effectively communicating critical issues related to population, health, and the environment.
- Successfully designed and implemented outreach strategies that improved local participation and awareness, fostering stronger community involvement in public health initiatives.

PROFESSIONAL ATTRIBUTES

- **Results-driven and resourceful:** I consistently identify opportunities, overcome challenges, and deliver tangible outcomes with efficiency and creativity.
- **Strong communicator and relationship-builder:** Able to engage diverse stakeholders with clarity, empathy, and influence, fostering trust and long-term partnerships.
- **Creative storyteller with fundraising instinct:** Translates complex ideas into compelling narratives that inspire action and align with donor priorities.
- **Confident, determined, and solutions-oriented:** I approach goals with focus and resilience, proactively finding practical solutions to move projects forward.
- **Collaborative team player with leadership capacity:** Working seamlessly with cross-functional teams while providing guidance, motivation, and strategic direction when needed.
- **High integrity and professional accountability:** Upholds ethical standards, takes ownership of commitments, and ensures reliability in all professional engagements.

ACADEMIC BACKGROUND

Certificate in Project Management Professional (PMP)
Strathmore University Business School, Nairobi, Kenya (2024)

Bachelor of Arts in Media and Film Studies (2019)
Daystar University, Nairobi, Kenya Electronic Media Major

Certificate in Basic French Language Studies
Saviec School of Languages, Nairobi, Kenya (2015)

PROFESSIONAL REFEREES

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