

Asíago

Emmanuel

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DIGITAL MARKETING
COMMUNICATIONS SOCIAL
MEDIA

MARKETING
STRATEGIST

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BIOGRAPHY



Asiago Emmanuel Brian

MARKETING AND BRANDING CONSULTANT

Asiago is a local marketing consultant and artist from Nairobi . He recently left his role as a marketing manager in the agency world , to pursue freelance marketing consulting and building his art business full -time . Asiago has an Honors Bachelor Degree in Communications and Journalism from Moi University , and 6 years experience working in marketing and communications . Asiago has worked with technology start -ups , government , non-profit, agencies and has helped to build businesses . Asiago believes in telling the story to reach your audience in the most authentic way and is very passionate about working with other creative , driven individuals and organizations.

clients

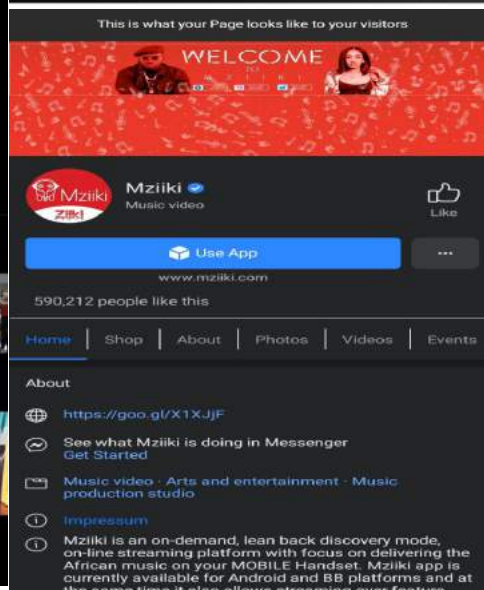
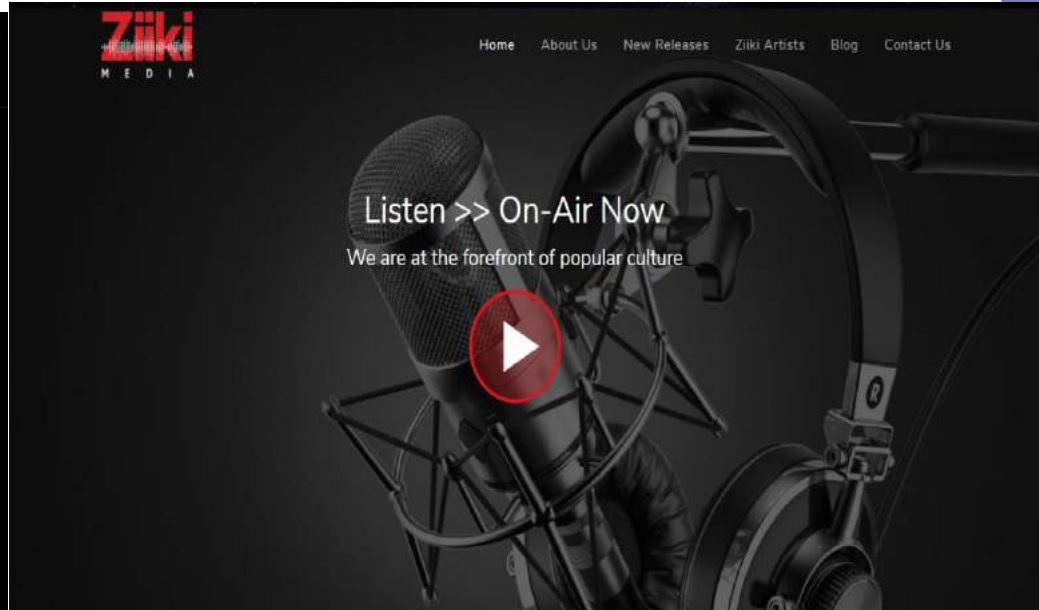
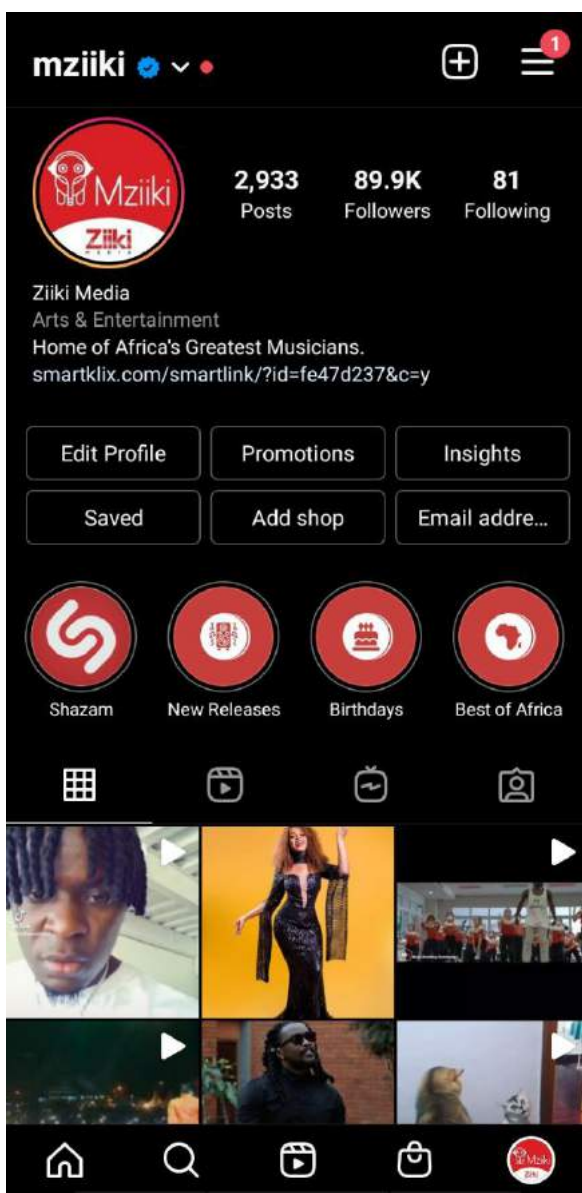


CLIENTS

Ziiki Media
Darassa
Made In Kenya
Zuku satellite
Tata Motors
Villa Care Kenya Homes
Universal Homes Kenya
Expo Homes Kenya
Magazine Autoseal Ltd

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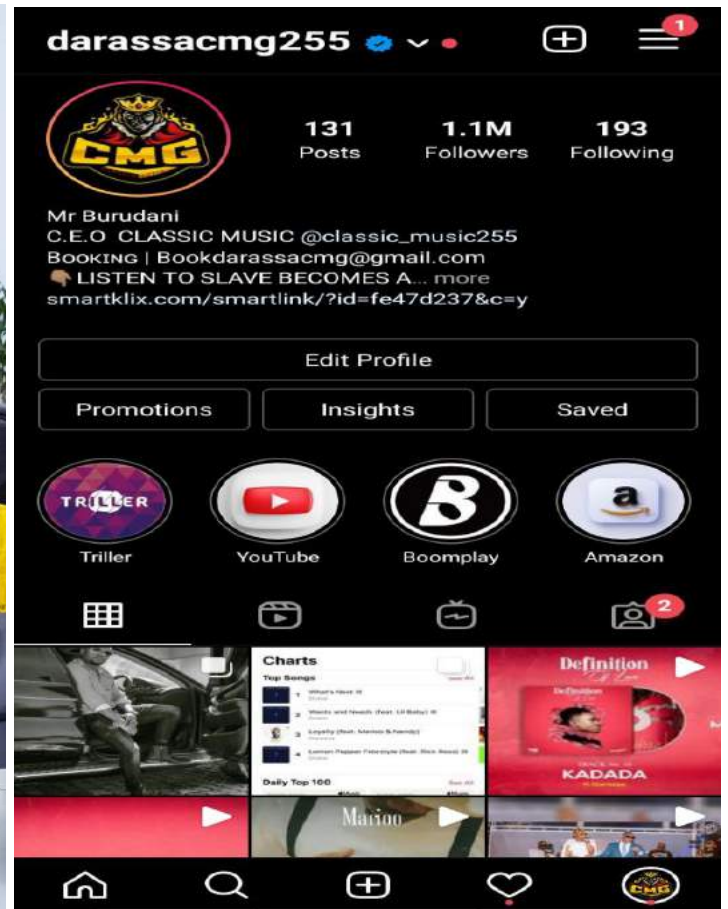
Ziiki Media



Ziiki Media

Ziiki media . Africa's leading entertainment provider . In everything we do, we are committed to creativity and quality that leads to tangible change . Through partnerships across Africa, India and South East Asia we work with a broad array of businesses engaged in content aggregation and distribution in various formats i.e. recorded music , music publishing , merchandising , and audiovisual content . We identify and develop recording artists , and we produce , distribute and promote content that is sure to entertain fans around the world

Darassa- Musician



Darassa

From Tanzania, Darassa is an acclaimed hip hop artist. He is at the forefront of the Swahili rap movement. Since his debut in 2014, he has released several hits with artists from around Africa.c

Made In Kenya- Event

MADE In KENYA

AIZNIAZ PRESENTS



**MADE
In
KENYA**

Performing Artists
KAHUSH, OTILE BROWN, MEJJA, DJ BASH,
JALANG'D, TRIO MID, DJ ALVEEN, MOVERS,
FEMI ONE

DATE: APRIL 3RD, 2021 VENUE: TWO RIVERS EARLY BIRD: KSHS. 1500/=

TIME: 10 AM - 9 PM GET TICKET: DIAL *229*30#

MOH COVID-19 GUIDELINES APPLY

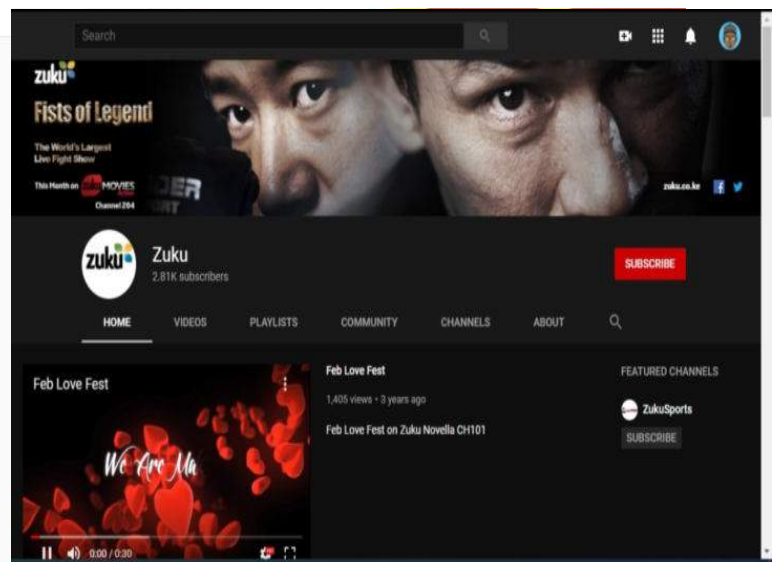
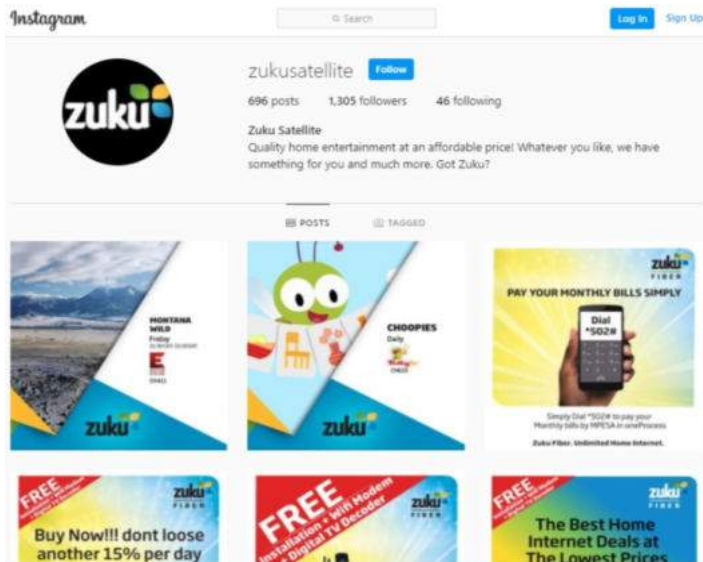
SPONSORS



Made In Kenya

With Made in Kenya is a full day event to celebrate kenyanism . Right from people , food , art , culture , businesses , drinks and music

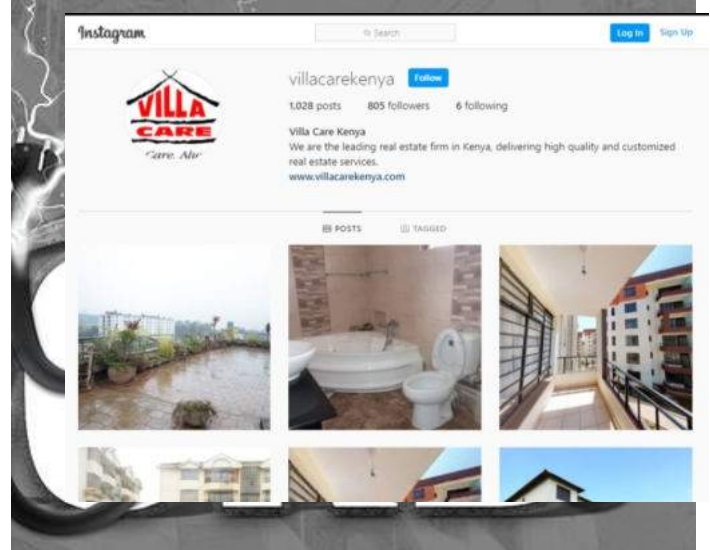
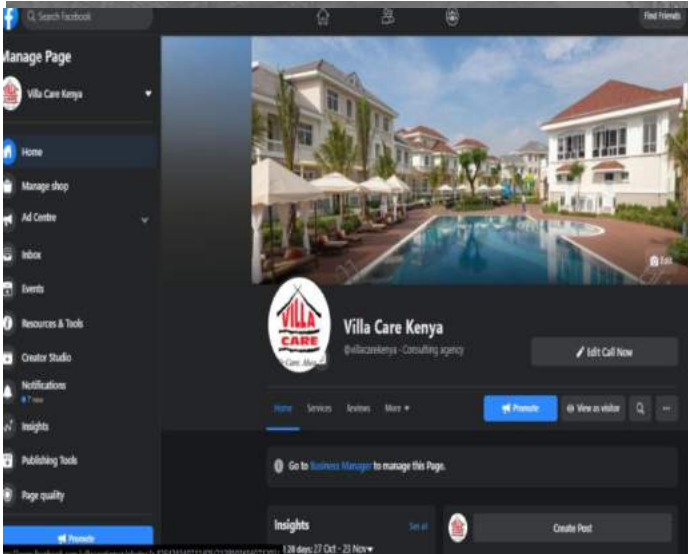
Zuku Satellite



Zuku Satellite - Social Media Client

Zuku Satellite offers quality and affordable satellite TV entertainment direct to your home. While working with this client, my job was to help them develop and grow their brands on social media in unison with the marketing goals. This included ongoing correspondence with the other African brand managers and teams to ensure everything was aligned. Responsibilities included social media brand strategy, content creation, contest/campaign management and correspondence with brand partners (Salons, Educators, Stylists, Brand Ambassadors).

Villa Care Kenya



Villa Care Kenya

Villa Care Ltd is a real estate services firm focused on delivering high quality and customized services to individuals, the private sector and government clients in Kenya. users worldwide. While working with this client, it was my job to coordinate with their internal team to produce a social media and advertising strategy. Responsibilities included social media strategy, audience and market analysis, contest advertising strategy and budget social media content schedule. I also brought in the company, Jalango to assist with social media influencer market research and strategy development.

SUBSIDIARIES

ACCOUNTS

INSTAGRAM
FACEBOOK

Homes Kenya

Homes Kenya Magazine is a glossy, high quality magazine that focuses on the real estate and interior décor industry in East Africa. Homes Kenya Magazine captures the attention of its reader with entertaining, informative and thought-provoking articles about homes, interior design and decor, industry trends, finance and insurance, travel and lifestyle..



Homes Universal

Homes Universal is a real estate consortium with over 10 subsidiaries that offer the full range of real estate services from property development, sales and lettings, valuations, property management, interior design and a host of other complementary services.



Kenya Homes Expo

The Kenya Homes Expo, a platform that converges real estate stakeholders with potential and existing home owners under one roof to explore real estate deals, gain insights and pursue worthy investments.



SUBSIDIARIES ACCOUNTS

INSTAGRAM
FACEBOOK

Security 24

Driven by the mantra “Vision for security”, this firm founded in 2010 provides comprehensive security services ranging from manned guarding , access control , CCTV , electric fence installation , private investigations , security audits and much more. Security24 is powered by competent human resource with a deep background in security management , experience in criminology and is backed by state of the art technology.



Mentor Group

Mentor Group : Established and incorporated in 1999 , the firm offers project management services to developers and land owners . In today’s global marketplace, complexity and speed are certainties ; Mentor Group’s axiom is: do it, do it right, do it right now

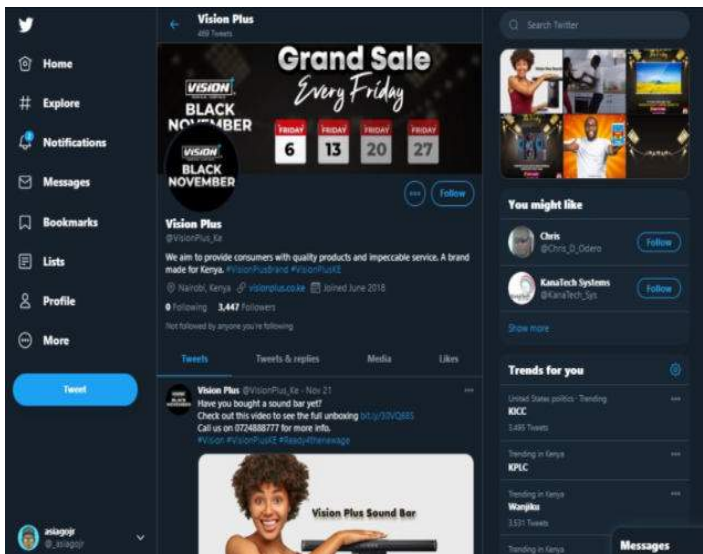
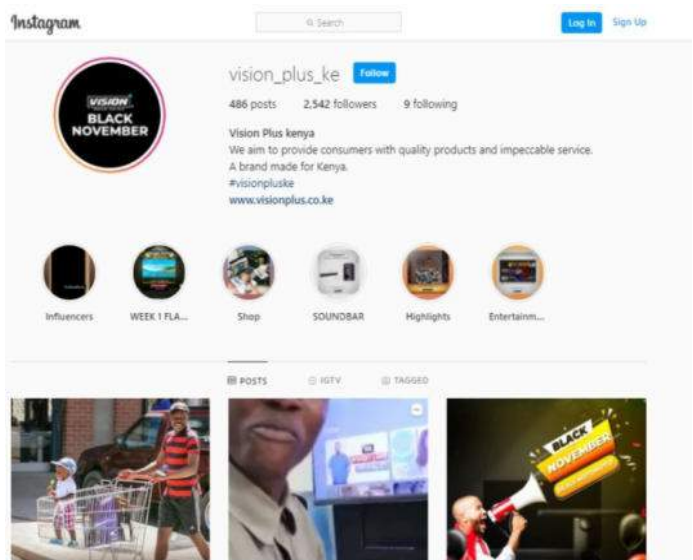
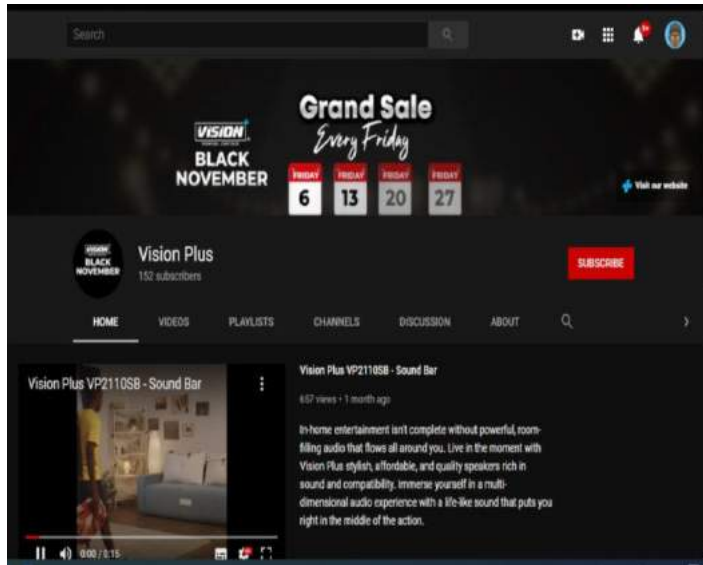


Nairobi Best Home

Nairobi Best Homes has over the years established itself as the thought leader in the development and management of high end properties in Nairobi . Boasting of a wide range of portfolio , Nairobi Best Homes has gone ahead to revolutionize this previously undeserved niche market.



Vision Plus Kenya



Vision Plus- Social Media Client

Vision Plus was created to provide high-quality electronic products to the market at affordable prices with after-sales service second to none. The product range started off with LED TVs and now has also diversified into sound systems. While working with this client, it was my job to direct social media strategy, manage customer support and crisis management, content creation, contests, campaigns and advertising budgets. I planned, created and delivered all the digital marketing strategy for the company.

BRAND STRATEGY CONTEST

INSTAGRAM
FACEBOOK
TWITTER
YOUTUBE

Brand

Vision Plus Kenya wanted to further distinguish a national identity for themselves on social media. I led the social media brand and content strategy from June - 2020 to September accomplish this.

Strategy

I ensured the social media strategy aligned with the company's overall marketing goals to: A) Increase awareness about the tv in locations & promotions, B) promote more bookings from Monday -Thursday to the business traveller, and C) increase their social following & engagement using contests and campaigns.

Contest

Contests /Campaigns were run every 2 months. Ranging from free giveaway, trivias, picture submissions, creative work and video contests were done. The digital media campaign, which garnered a huge following and engagement on social media.



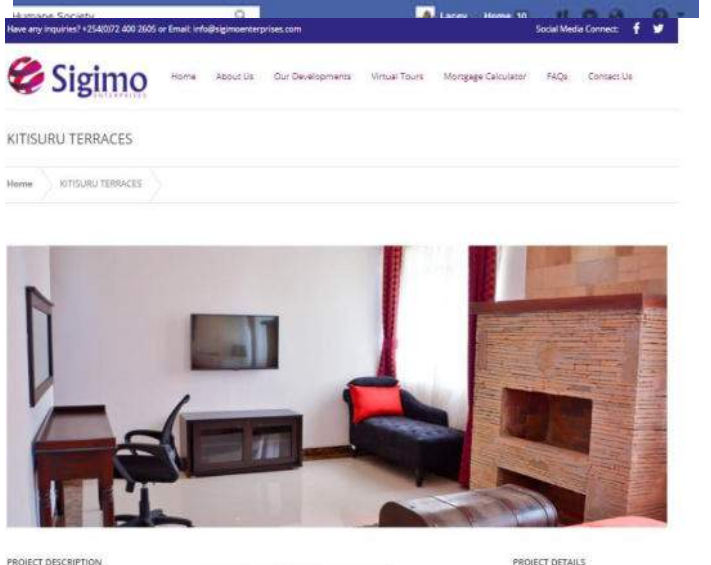
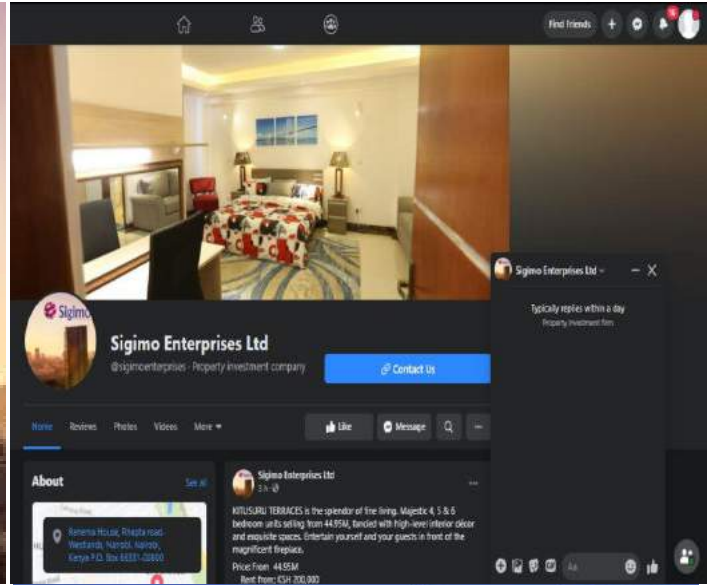
Tata Motors Kenya



Tata Motors Kenya, (Web and Social)

Tata Motors is one of the major players in Kenya's fast developing economy. We are committed to accelerating that economic development by revamping Kenya's commercial transport system. Our top-notch global technology and competitive advantages are the best in the commercial vehicle industry. While working with this client, we were creating the a brand to resonate with the locals, which required a rebrand, website creation, social media account creation and ongoing social media management.

Sigimo enterprises



Sigimo Enterprises

Sigimo Enterprises, a subsidiary of Homes Universal, was established in 2002 as a private residential developing company in Kenya. The company was formed to build innovative, cutting edge developments, drawing from the technical wealth of Homes Universal. While working with this client, my job was to help them develop a marketing strategy, communications action plan, social media strategy and website branding with the goal of increasing the analytics. This included ongoing correspondence with the executive director and executive team members to ensure everyone was on the same page for the strategy and tactics.

MARKETING STRATEGY COMMUNICATIONS PLAN SOCIAL MEDIA & WEBSITE

INSTAGRAM
FACEBOOK
TWITTER

Marketing Strategy

Organization needed a marketing strategy to anchor all internal and external efforts to raise awareness of brand, engage with the right audience and attract the right people to help support the organization. Focus was to sell houses

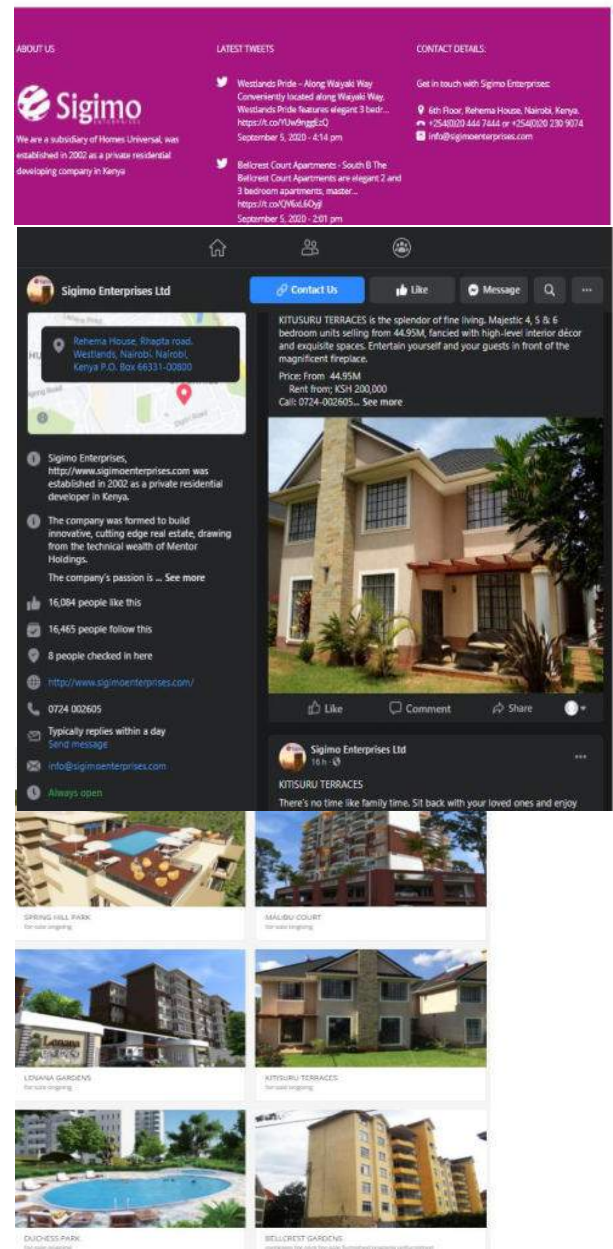


Communications Plan.

The communications action plan builds on the research and organization set forth in the strategy. The action plan demonstrated exactly how to implement the strategy for optimal results.

Social Media & Web

The website and social media platforms are a crucial part to any marketing strategy and communication efforts. We made sure all platforms were on brand, speaking to the right audience persona's, and building engaging relationships with the community.

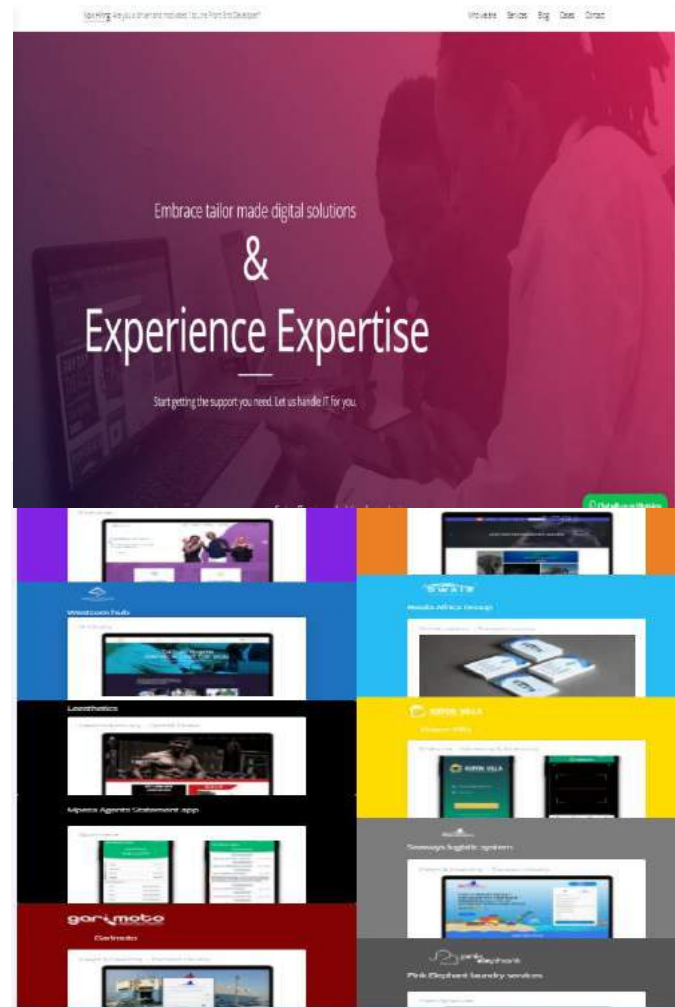


Digital Tailor Agency



DIGITAL TAILOR
AGENCY

Digital Tailor Agency



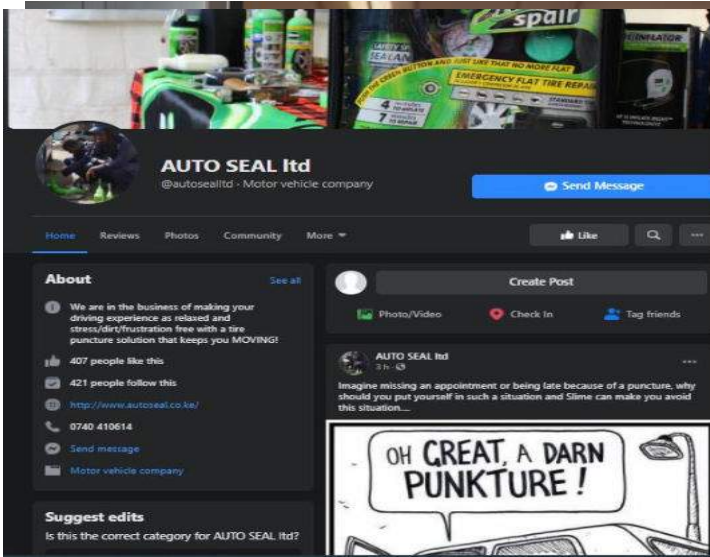
Digital Tailor Agency Limited was founded in Nairobi to fill a growing gap in professional IT and digital marketing services in Kenya. They set out to explore your curiosity to make innovative digital solutions that would put Kenya on the global map. In IT, they provide intuitive web and graphics design and software applications to increase organizational productivity. I have had an ongoing consulting relationship with this client. Recently, I helped the centre with their internal communications strategy and tactics as well as policy creation for their annual accreditation. The marketing strategy and social media project will continue till next year.

ACCOUNTS
HANDLED

INSTAGRAM
FACEBOOK
TWITTER



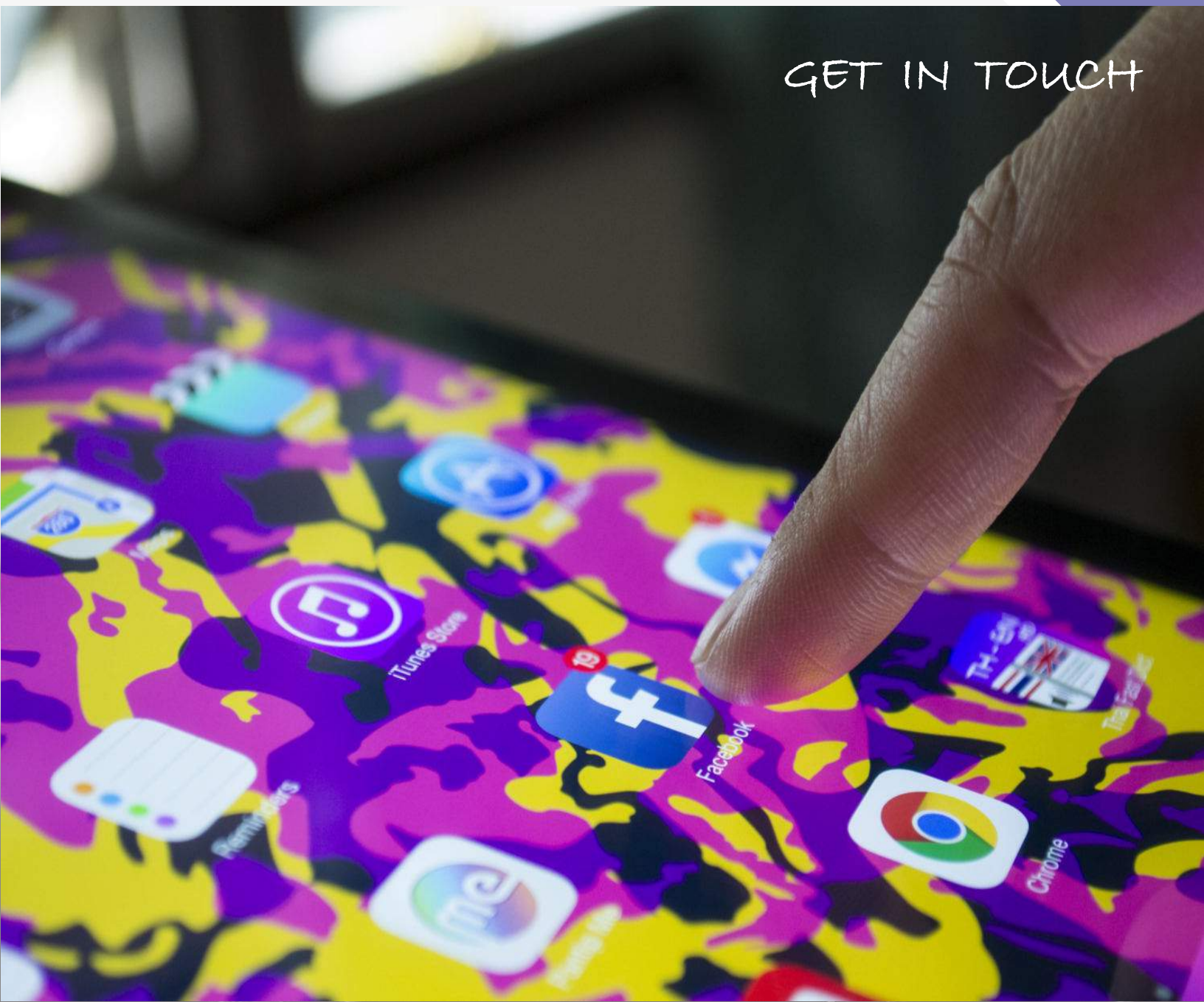
Autoseal Ltd



Autoseal Ltd

With exclusive rights to distribute some of the top brands of tire sealants worldwide, we are passionate about giving drivers control over their tire safety. From fleets of large Canter trucks to a small Toyota Vits, our tire sealant takes the hassle out of fixing punctures of all tire sizes. Our tire sealant offers a universal solution with reliability and quality so you can say goodbye to punctures for up to 2 years. While working with this client, it was my job to coordinate with their internal team to produce a social media and advertising strategy. Responsibilities included social media contest strategy, audience and market analysis, contest advertising strategy and budget, social media content schedule. I also brought in the company, Social Peeks to assist with social media influencer market research and strategy development.

GET IN TOUCH



Contact Information

TO GET IN TOUCH WITH ASIAGO ABOUT FREELANCE, CONSULTING, STRATEGY & MARKETING SERVICES:

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