

# Eshiyonzo Peddy Oniang'o

CREATIVE TECHNOLOGIST & DIGITAL COMMUNICATIONS SPECIALIST

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## PROFILE

A Creative Technologist and Digital Communications Specialist who bridges the gap between compelling storytelling and technical implementation. With a track record built across leading global NGOs, generating over 12 million impressions and growing newsletter audiences by thousands, I combine strategic multimedia production with hands-on capability in AI integration, web development, and workflow automation. The goal is never just to craft the message; it's to build the systems that deliver it.

## CORE COMPETENCIES

Digital Communications Strategy | Graphic Design & Visual Storytelling | Video Production & Editing | AI Integration & Automation | Web Development | SEO & Content Strategy | Data-Driven Reporting | Brand Management

## WORK EXPERIENCE

### Digital Production Associate

March 2024 – Present

Global Alliance for Improved Nutrition (GAIN) · Nairobi, Kenya

- Generated over **12 million impressions** across GAIN's website and social media by producing high-impact visual content using Photoshop, Illustrator, Premiere Pro, and After Effects, spanning graphics, video, and motion graphics.
- Drove newsletter audience growth of **9,052 subscribers** and **16,419 article views** through strategic multimedia content and cross-functional keyword planning via Mailchimp.
- Led social media assets and campaigns for the Africa Food Systems Forum in Dakar and Rwanda, the MSME Day #Thursdays4SMEs campaign, and the Ebyendiisa Expo Uganda, including booth design for the expo.
- Optimised web content using SEO best practices within Drupal CMS, improving organic search visibility and ranking across key global nutrition topics.
- Engineered and managed GAIN's digital asset library with systematic labelling and version control, reducing retrieval time and ensuring brand consistency across teams.
- Pioneered organisation-wide adoption of AI image generation tools by developing a training framework and leading rollout of a new brand visual style.

### Digital Communications Specialist

January 2023 – March 2024

Save the Children International · Kenya & Madagascar · Nairobi, Kenya

- Led end-to-end digital content production pipeline across two country offices, using Premiere Pro, After Effects, Illustrator, and Photoshop to empower field teams with tools and frameworks to capture and communicate programme impact at scale.
- Designed and executed social media assets and campaigns for International Women's Day and the 16 Days of Activism against Gender-Based Violence, driving significant engagement across LinkedIn, X, Facebook, and Instagram.
- Drove digital measurement and reporting using analytics to refine content strategy, maximise engagement, and present performance insights to senior leadership.
- Generated **thousands of applications** to the Save the Children Digital Innovation Challenge across Kenya and Madagascar via a comprehensive multichannel campaign with purpose-built social graphics.

### Communications Intern

January 2022 – December 2022

Save the Children International · Kenya & Madagascar · Nairobi, Kenya

- Initiated, built, and managed the organisation's first official LinkedIn page, establishing its professional digital presence from the ground up.
- Documented field operations in drought-affected regions through photography and videography, with one story gaining **national media attention** during the Save Our Education campaign.
- Designed visual content for social platforms and managed Google Ads campaigns, increasing audience reach and online engagement.

WORK EXPERIENCE (CONTINUED)

Marketing & IT Technician

March 2019 – December 2021

Jay's Electronics · Nyeri, Kenya

- Sold 200 units within a three-month period by identifying local market opportunities and executing direct client engagement strategies.
- Provided IT support to a diverse client base, resolving technical issues and pitching strategic business ideas grounded in community needs.

INDEPENDENT TECHNICAL PRACTICE

Dermato Cosmetic Clinic & Medical Spa: Web & AI Systems

Client project · dermatoco.ke · Nairobi, Kenya · January 2024 – Present

- Designed and developed a full e-commerce and appointment booking website for a specialist dermatology clinic, featuring a curated product catalogue, WhatsApp-integrated ordering, service listings, and SEO-optimised architecture. Live in production.
- Currently engineering an AI-powered WhatsApp receptionist using the Claude API, Twilio, and Airtable, automating patient enquiries, appointment scheduling, after-hours lead capture, and CRM record creation. System architected to scale across multiple clinic clients.

Tags: Claude API, Twilio, Airtable, WhatsApp Business API, HTML / CSS / JS, Agentic Workflows

Prof. Clement M.P. Oniang'o: Memorial & Fundraising Site

Personal project · profclementoniangotribute.com · May 2026

- Designed and built a full tribute website featuring an interactive photo gallery, public tribute submission system, M-Pesa and international payment integration, and real-time family coordination tools. Conceived, built, and deployed under significant time pressure. Live and active.

Tags: HTML / CSS / JS, M-Pesa Integration, Payment Systems, Responsive Design

Active Technical Development

Self-directed practice, applied directly across client and personal projects

- Local & cloud LLM deployment (Open WebUI, Qwen, Gemma, etc)
- API integration & implementation
- Agentic workflow architecture (OpenClaw, Hermes)
- Database design & management
- Front-end web development
- AI prompt engineering & system design

EDUCATION

Bachelor of Arts — Journalism & Media Studies

September 2021

University of Nairobi · Nairobi, Kenya

CERTIFICATIONS

UX/UI Design — User Interaction & Experience

Interaction Design Foundation · In progress

Google Ads for Beginners

Coursera · June 2025

Mobile Software Development

eMobilis Mobile Technology Institute · August 2017

Fundamentals of Digital Marketing

Google · September 2025

Cloud Computing

Huawei Talent Program · September 2021

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AI CREATIVE PRODUCTION

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**AI-Produced Concept Advertisement**

Personal project · Self-initiated creative experiment · 2025 · [View on Google Drive](#)

- Conceived, directed, and produced a fully AI-generated concept advertisement end-to-end, using Gemini Images for visual generation, Google Veo for video production, and ElevenLabs for voice-over synthesis. No traditional camera, crew, or studio involved.
- Undertaken as a deliberate self-learning exercise to understand the creative and technical pipeline of AI-generated media production, from prompt engineering to final export.

[Google Gemini Images](#) [Google Veo](#) [ElevenLabs](#) [AI Prompt Engineering](#)

**Local Generative AI: Image & Video Models**

Personal project · Self-built AMD workstation · Ongoing · [View workflow writeup on LinkedIn](#)

- Built and configured a personal AMD-based workstation for running local generative AI models, gaining hands-on experience with hardware optimisation for AI inference outside the standard NVIDIA ecosystem.
- Used Stable Diffusion XL (SDXL) and Flux 2 for image generation with ComfyUI node-based workflows. Documented the full pipeline publicly on LinkedIn, including a benchmark test generating the "Will Smith eating spaghetti" scene — a recognised stress test for realistic motion and food simulation in generative models.
- Currently expanding into local video generation models, applying the same workflow-first approach developed through image generation experimentation.

[Stable Diffusion XL \(SDXL\)](#) [Flux 2](#) [ComfyUI](#) [AMD Hardware](#) [Local LLM Inference](#)

SKILLS

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**Creative & Communications:** Graphic design · Video editing & production · Photography & videography · Branding & visual identity · Social media management · Newsletter strategy · Writing & story-gathering · SEO & content strategy · Digital asset management · Adobe Premiere Pro · Adobe After Effects · Adobe Illustrator · Adobe Photoshop · Adobe InDesign · Adobe Lightroom · Adobe Audition · Canva · Drupal CMS · Mailchimp

**Technical & Digital:** AI integration & prompt engineering · Web development (HTML, CSS, JS) · Agentic workflow design (OpenClaw, Hermes) · API integration & implementation · Local & cloud LLM deployment (Open WebUI, Qwen, Gemma) · Database management · Google Ads · Google Analytics · Airtable · Microsoft 365 · Google Workspace

REFERENCES

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