

DAISY BEVERLY OWIRO

Communications & Brand Strategist | Fundraising & Donor Manager | Web Developer

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Summary

Strategic communications, grants, and technology professional with over eight years of experience enabling impact-driven organisations to tell their stories, elevate their brand voice, and operate efficiently at scale. I translate complex work into clear, compelling narratives while designing systems, workflows, and digital infrastructure that drive strategic objectives and measurable results. My work integrates strategy, creativity, and operational rigor to build credible, resilient, and purpose-driven brands and organisations.

Key Achievements

Strategic fundraising, communications strategy and partnerships

- Led integrated communications, fundraising, and M&E strategies, securing and managing a \$2M+ donor portfolio from partners including Darwin Initiative, USAID, Tusk, IEF, UEFA Foundation, CHASE Africa, and Zayed Sustainability Prize.

- Delivered strategic event campaigns and creative assets generating KSh 10M+ in ticket sales and sponsorships, engaging 30+ commercial partners, including Tropic Air, Tropical Heat, Dormans, JW Seagon, among others.

Campaigns and events

Designed and executed fundraising campaigns, including the Wildlife Ranger Challenge and 10to4 Mountain Bike Challenge, expanding global reach and participation. In addition to organising launches such as Showmax's Kyalo Kulture and Walk Wild

Leadership

A member of the African Conservation Leadership Network (Cohort 6)

Brand Development Resilience and Visibility

- Led organisation-wide and individual rebrands to build resilient, credible, and investable brands, strengthening market positioning, visibility, and fundability.

- Delivered high-impact PR campaigns generating 4M+ impressions, trending internationally for 3 days, driving increased revenue and audience growth; led rebrand overhauls for 7 organisations and built 3 brands from the ground up.

Working with Communities, Rangers And Field Teams

- Pioneering team for the Walk Wild event, raising KSh 4M+ annually while supporting Yaaku community livelihoods and conservation of Mukogodo Forest.

- Developed brand assets for community conservancies to strengthen value chains, improve market access, and boost livelihoods.

- Trained rangers and field teams in storytelling and content development, improving the flow of accurate, authentic field-to-office communications.

Technology And Innovation

- Designed and implemented integrated tech systems across M&E, communications, and fundraising to streamline workflows in 4 organisations, including the conceptualisation of LCA's data hub.

- Designed the digital literacy component of the Junior Ranger Programme, earning the 2023 Earth Ranger Conservation Technology Award for best use of technology in conservation.

- Introduced a digital ticketing and online payment system processing 1,200+ transactions and over Ksh. 40M, and sourced a digital timing system to enhance participant experience for the 10to4 Mountain Bike Challenge.

Messaging and brand voice

Translated complex technical content on carbon, FLR, land rights, health, forest restoration, and renewable energy into clear, engaging visual materials for community engagement, learning, proposals, pitch decks, and digital products.

Skills

Communications and Brand Strategy Development and Implementation | Public Relations | Digital Marketing | Media Monitoring and Analytics | Crisis Communications | Event Planning | Storytelling and Narrative Design | Strategic Communications & Messaging | Project Development and Management | Proposal | Development and Grant Writing | Stakeholder and Partnerships | Monitoring, Evaluation, and Learning | Graphics Design | Content Strategy and Development | Photography | Audio-Visual Production.

Adobe Creative Suite | Full-Stack Web Development | Web Integrations and API | Content Management Systems | Canva | Arc GIS | Q. GIS for Problem Solving.

Problem Solving | Curiosity | Reliable | Efficient | Analytical Creative | Innovative | Time Management | Collaboration | Attention To Detail
Active Listening Persuasive

Experience

Mount Kenya Trust

Communications and Grants Manager

Laikipia, Kenya

05/2023 - Present

- Strengthened donor relationships and partnerships by aligning strategy, systems, communications, and M&E processes, improving reporting quality and engagement across 30+ international funders and 25,000+ supporters and stakeholders. Contributed to securing and sustaining an annual budget of \$192,500+ through evidence-based proposals, strong project design, and clear reporting and storytelling, increasing donor retention and enabling partnership scale-up.
- Strengthening the organisation's brand voice and external credibility by translating technical reports and data into compelling narratives, advocacy materials, and multi-format media, sustaining digital and offline support, donor confidence, long-term partner engagement and stakeholder engagement.
- Improving operational efficiency and data consistency by aligning project, M&E, and field teams around clear SOPs for data collection, analysis, and communication and dissemination, enabling more reliable reporting, decision-making and meaningful positioning. This involved capacity building both internal departments and field teams to understand their role in each communication and fundraising process.
- Expanding global reach and diversified funding streams through the design and delivery of internationally recognised fundraising campaigns and events, including the Wildlife Ranger Challenge and 10to4 Mountain Bike Challenge, driving increased participation, positioning and unrestricted funding.
- Shaping the organisation's long-term direction by working with leadership and Maliasili to develop, design and operationalise a 5-year strategy, embedding clearer approaches to operations, communications, fundraising, and project design and strengthening stakeholder engagement.
- Advancing innovation in conservation education by integrating digital literacy into the Junior Ranger Programme, contributing to the programme receiving the 2023 Earth Ranger Conservation Technology Award for best use of technology.
- Strengthening leadership readiness and public trust by preparing executives for high-stakes moments, including donor engagements, public speaking, media interactions, and crisis communications.

Experience

Laikipia Conservancies Association

Laikipia, Kenya

Communications and Grants Officer

07/2022 - 06/2023

- Appointed under a USAID grant to establish and strengthen the organisation's communications function, shaping brand identity and voice at the association level while improving communication and alignment across member conservancies, and producing high-quality donor-facing proposals and reports for USAID and USFWS.
- Translated complex policies and technical concepts on carbon, land rights, human rights, and conservation into clear, persuasive messaging for communities, partners, media, government lobbying, donors, and investors.
- Conceptualised and delivered the first FAO-supported Walk Wild event for ILMAMUSI CFA in Mukogodo Forest, raising Ksh 4M with 400+ participants and 10 sponsors; the event has since scaled to its 4th edition, growing partnerships and long-term fundraising for the Community Forest Association.
- Strengthened community livelihoods by designing projects and branding strategies across tourism and conservation value chains, including improving fair compensation models for Maasai women artisans and positioning community conservancy lodges for market visibility and investment.
- Supported national and county-level advocacy by converting complex policy documents and research into compelling presentations, speeches, press releases, and briefing materials to influence decision-makers and stakeholders.
- Led organisation-wide branding and brand development, establishing a strong, credible institutional identity through cohesive visual systems and high-quality print and digital materials.
- Conceptualised the LCA Data Hub to improve collaboration and data-driven decision-making, working with M&E teams to transform data into clear stakeholder communications; development later commenced under a Darwin-funded project.
- Contributed to communications strategy for a carbon project spanning 25 community and private conservancies, simplifying climate and carbon policies to ensure transparency, community understanding, and stakeholder trust.
- Managed sensitive crisis communications in complex operating environments involving human rights, land use, and political issues, safeguarding organisational credibility and relationships.
- Prepared senior leadership for high-level speeches, donor engagements, advocacy meetings, and partner negotiations, strengthening buy-in and support for strategic initiatives.

D&R Studios

Nairobi, Kenya

Public Relations Manager

03/2022 - 07/2022

- Designed and led high-impact PR campaigns for major productions, including Showmax and Maisha Magic, generating 4M+ online impressions and driving international trends for three consecutive days.
- Developed and executed PR strategies for entertainment launches, unlocking sponsorships from global brands and increasing event visibility, viewership, and commercial investment opportunities.
- Led organisational rebranding and website relaunch, refining brand positioning, messaging, and digital presence to support growth and audience reach.
- Produced media kits, influencer campaigns, and launch narratives that strengthened audience engagement, press pickup, and fundraising outcomes.
- Worked closely with executive leadership to elevate personal public profiles in alignment with organisational brand strategy, increasing visibility and credibility.
- Managed crisis communications for high-profile talent and productions, protecting reputations and maintaining brand trust in fast-moving media environments.

Globeflight Kenya

Nairobi, Kenya

Digital Marketing and Communications Consultant

09/2021 - 11/2021

- Redesigned and implemented a modern marketing strategy integrating e-commerce and logistics technology, repositioning a 30-year-old business for competitiveness and growth in a digital market.
- Improved app development efficiency by 60% by convening and leading a cross-functional think tank to source, coordinate, and manage technical expertise.
- Directed the production of film, photography, and graphic content to support marketing execution and strengthen brand visibility across digital platforms.

Lewis International

Johannesburg, South Africa

Web Development Consultant

07/2021 - 09/2021

- Led the end-to-end design, development, testing, and deployment of a human resources website with integrated job search and application functionality.
- Managed and coordinated a cross-functional team of five developers and designers, delivering the project on time and to specification.
- Added strategic value through brand development input, including design direction and digital content integration to strengthen user experience and organisational identity.

Drop Access

Nairobi, Kenya

Grant Writing Consultant

05/2021 - 09/2021

- Researched and authored a successful Zayed Sustainability Prize proposal supporting the pilot of Kenya's mobile, solar-powered vaccine cold-chain solution (Vaccibox), contributing to improved vaccination coverage across Sub-Saharan Africa and international recognition for the innovation

Experience

DREAM EP Global Energy Kenya

Nairobi, Kenya

Communications-Marketing Officer | Media Designer & Project Assistant (Power For The People Foundation)

04/2018 - 05/2021

- Developed and delivered integrated communications and sales strategies, executing digital and offline campaigns to promote renewable energy solutions across eight counties under the DREAM EP Global Energy programme, including Remba Island, which had never been connected since Independence.
- Led brand strategy and content development for high-profile clients, including UEFA Foundation and Royal Philips, producing press materials and multimedia assets to support visibility, partnerships, and stakeholder engagement.
- Translated complex renewable energy data into clear, persuasive narratives for donors, clients, and partners, strengthening sales efforts, client relations, and funding conversations.
- Developed grant proposals, tender documentation, EOIs, donor reports, and sales documentation, supporting partnerships and business development objectives.
- Worked closely with engineers to convert technical data and manuals into compelling sales pitches, marketing materials, and business development tools, in addition to user-friendly instruction manuals.
- Researched, designed, and supported foundation programmes on food security and women's empowerment, including curriculum development for digital literacy and entrepreneurship training in Remba Island and Osupukiai, Narok.
- Managed crisis communications and customer support during mini-grid downtimes, maintaining trust and clear communication with communities and stakeholders.

Royal Media Services

Kenya, Laikipia

Video Journalist

01/2018 - 05/2018

- Collected and produced daily news content, including prerecorded and live stories, covering events at Parliament, the Statehouse, and other high-profile locations.
- Operated cameras and directed live studio productions for shows such as One Love and 10 Over 10.
- Collaborated with producers, designers, and art specialists to create multimedia content for programs.
- Reviewed post-production tasks, including editing footage, sound, and sequences, delivering polished content within strict deadlines.

Licenses & Certifications.

- Foundations Of Problem Solving (LEAD Conservation) – January 2026.
- Climate Action In Biodiverse Landscapes (CIFOR-ICRAF) – November 2025.
- QGIS For Problem Solvers (LEAD Conservation) – November 2025.
- Gender Inclusion In Forest Restoration (CIFOR-ICRAF)- May 2025
- 10,000 Women Entrepreneurship Program (Goldman Sachs)-April 2025
- ARCGIS Essential Workflows (ESRI East Africa)-April 2025

Education

Daystar University

01/2015 - 07/2018

Bachelor of Arts–Communication – Electronic Media (GPS 3.6)

Moringa School

Ongoing

Software Engineering