

Stellah Nakiranda

PROFESSIONAL DIGITAL MARKETER

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PERSONAL BIO

REFERENCES

- Bridget Lescelius
Associate Lecturer
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- Solange Nolan
International Communications & Marketing
Director
Watoto Child Care Ministries
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- Cathy L. Lilley
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Southern Illinois University
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+1 (618) 528-341

RESEARCH INTERESTS

My doctoral research will investigate how AI can enhance, rather than replace, the creative storytelling process.

- Strategies for maintaining authenticity and human voice in an AI-driven world
- The ethical applications of AI in nonprofit communications to amplify marginalized voices.
- Cultural perspectives on AI, comparing contexts like the United States and Uganda. Through this work

I aim to bridge the gap between technological innovation and the ethical responsibilities of media practitioners, ensuring that new tools serve to empower rather than silence.

Stellah Nakiranda is a published researcher and digital marketing strategist specializing in organizational communication, brand positioning, and nonprofit engagement. She holds a Master of Arts in Professional Media and Media Management Studies from Southern Illinois University and a Bachelor of Arts in Mass Communication from Uganda Christian University.

With over five years of professional experience spanning Uganda and the United States, Stellah has collaborated with nonprofits, educational institutions, and businesses to design data-driven communication strategies that build trust, increase engagement, and drive measurable impact. Her work integrates strategic storytelling with digital analytics to position organizations as trusted brands that inspire loyalty and community growth.

Currently serving as Marketing Associate for Digital Communications at the SIU Foundation, Stellah develops multi-channel campaigns and donor engagement strategies that advance institutional objectives. Her research interests focus on the intersection of digital marketing, corporate social responsibility, and community impact, particularly examining how strategic communication shapes corporate-community relationships across cultural contexts.

Born and raised in Uganda, Stellah's commitment to education and community building drives her academic pursuits. She believes in the transformative power of clear communication and strategic narrative construction to bridge business objectives with community needs, shaping social discourse across industries.

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[linkedin.com/in/stellah-nakiranda-894297211](https://www.linkedin.com/in/stellah-nakiranda-894297211)

EDUCATION

Master of Arts in Professional Media and Media Management Studies

Southern Illinois University, Carbondale, Illinois, USA

January 2023 – December 2024

Focus: Digital marketing strategy, media management, and organisational communication

Bachelor of Arts in Mass Communication

Uganda Christian University, Mukono, Uganda

August 2017 – August 2019

Specialisation: Strategic communication and media studies

RESEARCH INTEREST

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WORK EXPERIENCE

Marketing Associate – Digital Communications

SIU Foundation, Carbondale, Illinois

April 2025 – Present

- Develop evidence-based communication strategies across multiple digital platforms
- Execute data-driven email and text messaging campaigns using Emma and Mongoose platforms
- Analyse engagement metrics to optimise institutional advancement communications
- Collaborate with cross-functional teams on unified messaging strategies for donor engagement
- Maintain brand consistency across marketing materials through editorial review and content development

Social Media Coordinator

SIU Foundation, Carbondale, Illinois

May 2024 – March 2025

- Designed and implemented donor-focused social media strategies aligned with organisational objectives
- Conducted performance analysis using analytics tools to refine communication strategies
- Developed integrated marketing campaigns for major fundraising initiatives,, including SIU Day of Giving
- Created compelling narratives to enhance donor engagement and participation
- Managed multi-channel content calendars and monitored engagement metrics

Copywriter and Social Media Manager Saluki AdLab, Southern Illinois University, Carbondale, Illinois

January 2023 – May 2024

- Produced audience-specific content across multiple social media platforms
- Directed social media campaigns achieving measurable outcomes in engagement and lead generation
- Managed content calendars and tracked campaign performance metrics
- Collaborated with cross-functional teams to maintain consistent messaging across client projects

Newsletter and Social Media Editor
Gateway Journalism Review, Southern Illinois
University, Carbondale, Illinois

August 2023 – December 2023

- Collaborated with editorial teams to produce newsletters meeting academic and professional standards
- Developed and managed LinkedIn presence to enhance publication visibility
- Established consistent posting schedules to grow digital readership
- Crafted promotional content to drive audience engagement

Assistant Digital Supervisor
Watoto Child Care Ministries, Kampala,
Uganda

May 2021 – December 2022

- Designed and executed digital marketing campaigns for an international nonprofit organisation
- Managed website content alignment with organisational branding and strategic objectives
- Utilised data analytics to track campaign performance and deliver accountability reports
- Developed donor-focused proposals and impact stories to enhance fundraising effectiveness
- Oversaw donor communication, ensuring consistency and timely response

Marketing and Communications Assistant
Netzah International School Uganda,
Kampala, Uganda

November 2020 – April 2021

- Executed digital marketing strategies, including email campaigns and social media management
- Collected and analysed audience data to improve communication strategy performance
- Ensured consistent branding and messaging across all organisational materials
- Collaborated on the design of branded marketing materials aligned with institutional goals

Copywriter (Volunteer)
The Gem Foundation, Kampala, Uganda

January 2017 – April 2017

- Developed compelling impact narratives to engage sponsors and donors
- Collaborated on persuasive donor proposals supporting fundraising initiatives
- Maintained quality and consistency in storytelling to strengthen stakeholder relationships

**RESEARCH &
PUBLICATIONS**

**Published Researcher in Digital Marketing and
Communication**

- Students' Perceptions of Effects of TikTok on Academic Performance: A Case Study at Southern Illinois University
 - CITATION: Nakiranda, S. (2024). Students's Perceptions of effects of TikTok on Academic performance: A case study at Southern Illinois University." (2024)
https://opensiuc.lib.siu.edu/gs_rp/1137/
-

TECHNICAL SKILLS

Digital Marketing & Analytics:

- Google Analytics, Google Ads, SEO optimisation, data-driven decision-making, performance metrics analysis

Content Management & Design:

- WordPress, Adobe Creative Suite, Canva, Hootsuite, content strategy development

Email Marketing Platforms:

- Emma, MailChimp, Constant Contact, Mongoose, campaign management and segmentation

Project Management:

- Asana, cross-functional team collaboration, content calendar management

Social Media Platforms:

- Facebook, Instagram, Twitter, LinkedIn, platform-specific strategy development
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PROFESSIONAL COMPETENCIES

- Strategic communication and brand positioning
 - Copywriting and content development
 - Nonprofit and fundraising communication
 - Donor engagement and relationship management
 - Cross-cultural communication
 - Editorial standards and brand alignment
 - Data analytics and performance optimisation
 - Digital campaign management
 - Team collaboration and project coordination
-

PROFESSIONAL DEVELOPMENT

- Google Ads certification
 - Social media marketing strategy
 - Nonprofit communication best practices
 - Data analytics for marketing professionals
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REFERENCES

Bridget Lescelius

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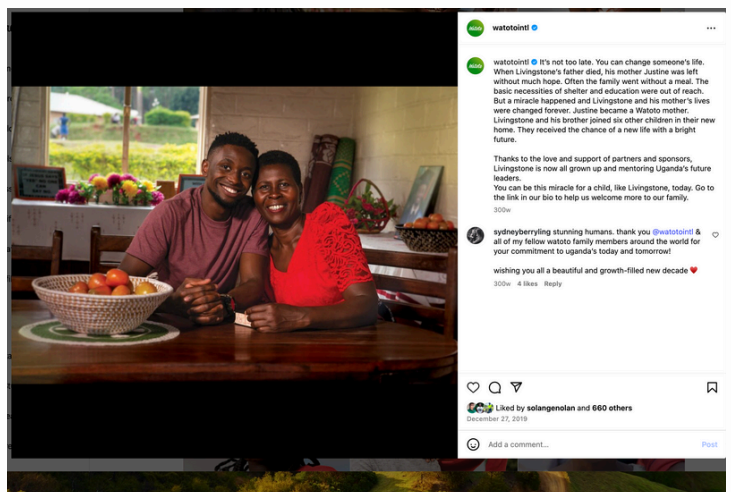
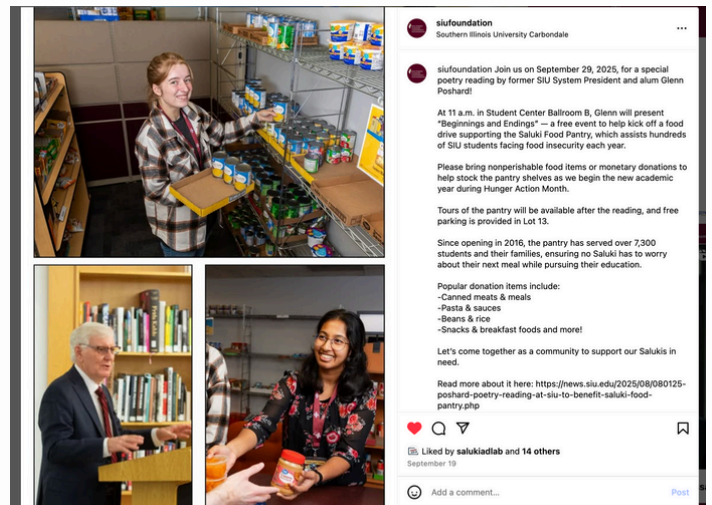
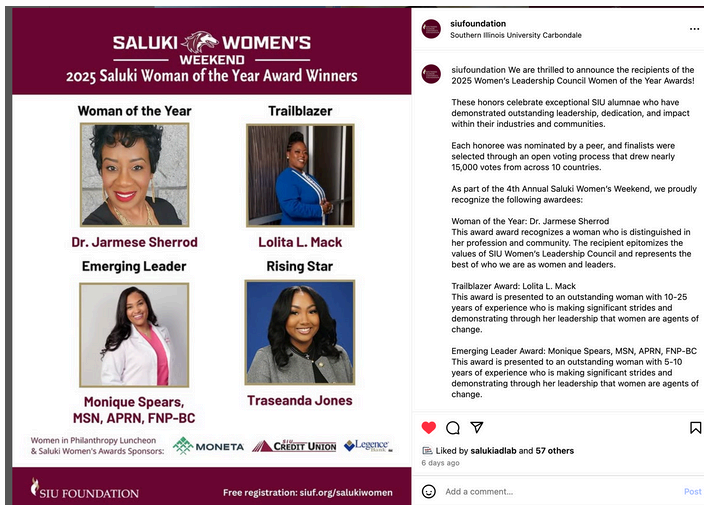
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SAMPLES OF MY PREVIOUS BRAND CAMPAIGNS



Links to some of the social media platforms:

<https://www.facebook.com/SalukiAdLab>


<https://www.facebook.com/SIUFoundationCdale/>

<https://www.linkedin.com/in/stellah-nakiranda-894297211/>

<https://netzahschoolug.ac.ug/>

<https://www.facebook.com/watoto>

SAMPLES OF MY PREVIOUS BRAND CAMPAIGNS



SIU Foundation

618-453-4900

britnib@foundation.siu.edu

siuf.org


Promote website


Edit details

Add featured

Photos

See all photos





SIU Foundation

Published by Shatal Stellah

September 19 at 10:20 AM

Join us on September 29, 2025, for a special poetry reading by former SIU System President and alum Glenn Poshard!

At 11 a.m. in Student Center Ballroom B, Glenn will present "Beginnings and Endings" — a free event to help kick off a food drive supporting the Saluki Food Pantry, which assists hundreds of SIU students facing food insecurity each year.

Please bring nonperishable food items or monetary donations to help stock the pantry shelves as we begin the new academic year during Hunger Action Month.

Tours of the pantry will be available after the reading, and free parking is provided in Lot 13.

Since opening in 2016, the pantry has served over 7,300 students and their families, ensuring no Saluki has to worry about their next meal while pursuing their education.

Popular donation items include:

- Canned meats & meals
- Pasta & sauces
- Beans & rice
- Snacks & breakfast foods and more!

Let's come together as a community to support our Salukis in need.

Read more about it here: <https://news.siu.edu/080125-poshard-poetry-reading-at-...>

For more info or to donate, visit the Saluki Food Pantry website or email foodpantry@siu.edu.






\$400 MILLION

The Imagine SIU 2030 campaign goal is \$500 million, with \$400 million raised so far.

IMAGINE

SIU 2030

THE CAMPAIGN FOR SOUTHERN ILLINOIS UNIVERSITY



SIU Foundation

Published by Shatal Stellah

September 23 at 10:57 AM

Hey Salukis! We're in D.C. and can't wait to see you tonight!

Join us for the Chancellor's Reception at Le Méridien Washington, D.C., The Madison Hotel.

🕒 6:30–8 p.m. | 📍 1177 15th Street NW

This special evening is part of the Saluki Takeover Tour and offers a wonderful opportunity to reconnect with fellow alumni, meet university representatives, and celebrate the Saluki spirit in the heart of our nation's capital.

🌟 What to expect:

- Light appetizers and drinks
- Conversations with Chancellor Austin A. Lane and SIU leadership
- Great company and Saluki pride


Dress Code:

Business casual attire is required. No jeans or shorts. Jackets are not required. SIU golf polos are welcome.

Questions? Contact us at siuf@foundation.siu.edu or call 618-453-4900.

Let's make it a night to remember!

[Southern Illinois University Carbondale](#)
[SIU Alumni Association](#)
[Chancellor Austin A. Lane](#)



SAMPLES OF MY PREVIOUS BRAND CAMPAIGNS



SMAPLES OF NEWSLETTERS



The Netzah Kindergarten's first newsletter, issued in March 2021, introduces their theme of "God's love" and announces the start of homeschooling on March 1, 2021. The newsletter will be sent out termly, and feedback is encouraged. The school's website (<http://netzahschoolug.ac.ug>) was launched on March 25th

CAM TASTIC



The CAMtastic newsletter is the SIU Carbondale College of Arts and Media's semiannual electronic newsletter for alums and friends, and its purpose is to provide a glimpse into the amazing things happening within the CAM family.