

# Stellah Nakiranda

PROFESSIONAL DIGITAL MARKETER



📍 600 W Freeman, Carbondale, IL 62901

📞 Phone: +1 (618) 528-3410

✉️ [stellah.nakiranda7@gmail.com](mailto:stellah.nakiranda7@gmail.com)

## PERSONAL BIO

### REFERENCES

Bridget Lescelius  
Associate Lecturer  
Southern Illinois University  
[blescelius@siu.edu](mailto:blescelius@siu.edu)  
+1 (602) 402-5780

Solange Nolan  
International Communications & Marketing  
Director  
Watoto Child Care Ministries  
[solange.nolan@icloud.com](mailto:solange.nolan@icloud.com)  
+1 (301) 512-7402

Cathy L. Lilley  
Accountant  
Southern Illinois University  
[cathy\\_lil@siu.edu](mailto:cathy_lil@siu.edu)  
+1 (618) 528-341

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.

### 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

[stellah.nakiranda7@gmail.com](mailto:stellah.nakiranda7@gmail.com)

Phone: +1 (618) 528-3410

600 W Freeman, Carbondale, IL 62901

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

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

- 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.

## 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/](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

---

## 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

---

## REFERENCES

### Bridget Lescelius

Associate Lecturer

Southern Illinois University

[blescelius@siu.edu](mailto:blescelius@siu.edu)

+1 (602) 402-5780

### Solange Nolan

International Communications & Marketing Director

Watoto Child Care Ministries

[solange.nolan@icloud.com](mailto:solange.nolan@icloud.com)

+1 (301) 512-7402

### Cathy L. Lilley

Accountant

Southern Illinois University

[cathy\\_lil@siu.edu](mailto:cathy_lil@siu.edu)

+1 (618) 528-3410

## SAMPLES OF MY PREVIOUS BRAND CAMPAIGNS

**SALUKI WOMEN'S WEEKEND**  
2025 Saluki Woman of the Year Award Winners

**Woman of the Year**  
Dr. Jarmese Sherrod

**Trailblazer**  
Lolita L. Mack

**Emerging Leader**  
Monique Spears, MSN, APRN, FNP-BC

**Rising Star**  
Traseanda Jones

Woman of the Year Dr. Jarmese Sherrod This award recognizes a woman who is distinguished in her profession and community. The recipient epitomizes the values of SIU Women's Leadership Council and represents the best of who we are as women and leaders.

Trailblazer Award: Lolita L. Mack This award is presented to an outstanding woman with 10-25 years of experience who is making significant strides and demonstrating through her leadership that women are agents of change.

Emerging Leader Award: Monique Spears, MSN, APRN, FNP-BC This award is presented to an outstanding woman with 5-10 years of experience who is making significant strides and demonstrating through her leadership that women are agents of change.

Women in Philanthropy Luncheon & Saluki Women's Awards Sponsors: MONETA CREDIT UNION Legance

Free registration: [slu.org/salukiwomen](https://slu.org/salukiwomen)

siufoundation Southern Illinois University Carbondale

siufoundation We are thrilled to announce the recipients of the 2025 Women's Leadership Council Women of the Year Awards!

These honors celebrate exceptional SIU alumnae who have demonstrated outstanding leadership, dedication, and impact within their industry and communities.

Each honoree was nominated by a peer, and finalists were selected through an open voting process that drew nearly 15,000 votes from across 10 countries.

As part of the 4th Annual Saluki Women's Weekend, we proudly recognize the following awardees:

Woman of the Year Dr. Jarmese Sherrod This award recognizes a woman who is distinguished in her profession and community. The recipient epitomizes the values of SIU Women's Leadership Council and represents the best of who we are as women and leaders.

Trailblazer Award: Lolita L. Mack This award is presented to an outstanding woman with 10-25 years of experience who is making significant strides and demonstrating through her leadership that women are agents of change.

Emerging Leader Award: Monique Spears, MSN, APRN, FNP-BC This award is presented to an outstanding woman with 5-10 years of experience who is making significant strides and demonstrating through her leadership that women are agents of change.

6 days ago

Add a comment... Post

siufoundation Southern Illinois University Carbondale

siufoundation 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/2025/08/08/2025-poshard-poetry-reading-at-siu-to-benefit-saluki-food-pantry.php>

6 days ago

Add a comment... Post

**MERRY Christmas**

Watoto International Children's Choir

Watotointl You're a hero. Because you gave, the forgotten have a place to belong. Children like Miriam and Jack now have education, medical care, a home, and most importantly, a family who loves them. As people all over the world spend time with their families this holiday season, we want to send our love to you and say thank you for being a part of our Watoto family.

Merry Christmas!

schobertan 302w 1 like · Reply

500 Liked by solangelolan and 512 others

December 10, 2019

Add a comment... Post

watotointl You're a hero. Because you gave, the forgotten have a place to belong. Children like Miriam and Jack now have education, medical care, a home, and most importantly, a family who loves them. As people all over the world spend time with their families this holiday season, we want to send our love to you and say thank you for being a part of our Watoto family.

Merry Christmas!

schobertan 302w 1 like · Reply

500 Liked by solangelolan and 512 others

December 10, 2019

Add a comment... Post

watotointl It's not too late. You can change someone's life. When Livingstone's mom left him, his mother Justice left with him. They had much hope. Often the family went without a meal. The basic necessities of shelter and education were out of reach. But a miracle happened and Livingstone and his mother's lives were changed. They were given a new home and a new life. Livingstone and his brother joined six other children in their home. They received the chance of a new life with a bright future.

Thanks to the love and support of partners and sponsors, Livingstone is now all grown up and mentoring Uganda's future leaders. You can be this miracle for a child, like Livingstone, today. Go to the link in our bio to help us welcome more to our family.

300w

sydneyberryll stunning humans, thank you @watotointl & all of my fellow watoto family members around the world for your commitment to Uganda's today and tomorrow!

wishing you all a beautiful and growth-filled new decade ❤️

300w 4 likes · Reply

500 Liked by solangelolan and 660 others

December 21, 2019

Add a comment... Post

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**

Published by Shatal Stellah · September 19 at 10:20 AM · 33

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.

**Photos**

[See all photos](#)



**SIU Foundation**

Published by Shatal Stellah · September 23 at 10:57 AM · 3

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 [siufoundation@siu.edu](mailto:siufoundation@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

NETZAH  
KINDERGARTEN

March 2021 ISSUE 1

# Newsletter

**H**ello and welcome to our first newsletter. Our theme this year is God's love based on 1 John 4:16 "And so we know and rely on the love God has for us. God is love. Whoever lives in love lives in God and God in Him."

We thank the good Lord for the love He has shown us daily so far in this year. In spite of many challenges, as a school we were happy to partner with parents and start homeschooling on 01 March 2021. Our children have now settled in well into the schedule they have, and are enjoying their learning experiences.

We will be sending a newsletter once every term, and would appreciate your feedback and comments for improvement



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.