

# 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://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

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

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**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/)
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## 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
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## 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

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  
[cathylil@siu.edu](mailto:cathylil@siu.edu)  
+1 (618) 528-3410