

# MUGISHA IGANZE IAN KYLE

 Kigali, Rwanda  
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## PROFESSIONAL PROFILE

Creative and results-driven marketing professional with experience in digital strategy, brand communication, client management, and organizational leadership. Currently serving as Marketing Manager at Site Crafterz and Founder of Debate to Educate Rwanda, with a strong record of developing strategies, leading outreach, and growing brand visibility.

Certified in marketing, digital strategy, project management, sustainability, and communication from international institutions including UNITAR, UNEP, Saylor Academy, Simplilearn, and EAC. Demonstrated ability to coordinate teams, run campaigns, manage clients, and deliver compelling storytelling and brand experiences.

Eager to contribute to The House of Kemmy as a **Lead Marketing Strategist** or **Digital Account Manager** through creativity, strategy, and data-informed execution.

## CORE SKILLS

### Marketing & Strategy

- Digital marketing strategy
- Brand positioning
- Campaign planning
- Market research
- Content planning & storytelling

## **Client Relations & Account Management**

- Client communication
- Outreach & telemarketing
- Email marketing
- Customer relationship management
- Reporting & insights

## **Leadership & Project Management**

- Team coordination
- Event planning
- Organizational leadership
- KPI tracking & execution
- Public speaking & presentations

## **Digital Competence**

- Google Workspace & Microsoft Office
- Social media management
- Analytics interpretation
- Proposal writing

# **PROFESSIONAL EXPERIENCE**

**Marketing Manager | Site Crafterz (Rwanda)**

## **Dec 2024 – Nov 2025**

- Led digital marketing strategies for client projects and internal brand development.
- Managed content creation, campaign planning, and performance tracking.
- Coordinated with designers, developers, and content teams to ensure consistent brand messaging.
- Presented marketing reports and insights to management and clients.
- Ensured client satisfaction through clear communication and timely delivery.

## **Founder & Executive Director | Debate to Educate Rwanda**

### **2024 – Present**

- Built a national debate and public-speaking organization, overseeing branding and marketing.
- Increased awareness through strategic outreach to schools, partners, and stakeholders.
- Planned and executed tournaments, events, and marketing campaigns.
- Managed team performance, operations, and event logistics.
- Created content, public communication, and engagement materials.

## **Business Strategy Advisor | Dreamize Africa**

### **Nov 2024 – Dec 2024**

- Contributed to strategic planning, communication development, and proposal writing.
- Assisted with market research and project coordination.
- Provided ideas for marketing, branding, and organizational growth.

## **Brand Ambassador | Tech Tonic Africa**

**2023 – Dec 2024**

- Represented the brand at events and youth innovation programs.
- Supported engagement campaigns and digital outreach.
- Promoted awareness through presentations, interactions, and content support.

## **Professional MC & Event Host**

**2023 – Present**

- Hosted events professionally and enhanced brand communication at public functions.
- Delivered excellent audience engagement and supported event flow.

# **EDUCATION**

## **Excella School**

Advanced Level Student (2023-2025)

# **CERTIFICATIONS**

## **Marketing & Digital Strategy**

- Principles of Marketing – Saylor Academy
- Digital Marketing Strategy – Simplilearn SkillUp
- Tourism Marketing – EAC & Atingi
- Foster Online Customer Relationships – BrighterMonday Uganda

- Close Online Sales – BrighterMonday Uganda

## **Management & Strategy**

- Management Information Systems – Saylor Academy
- Project Management 101 – Simplilearn SkillUp

## **Critical Thinking & Philosophy**

- Introduction to Critical Thinking & Logic – Saylor Academy
- PHIL103: Moral & Political Philosophy – Saylor Academy

## **Climate, Law & Sustainability**

- Gender Equality & Human Rights in Climate Action – UN CC:Learn, UNITAR, UNEP, UN Women
- Advancing Sustainable Development in Practice – UNITAR
- Climate Change International Legal Regime – UNITAR & UNEP

# **LANGUAGES**

- English — Excellent
- Kinyarwanda — Fluent
- French — Intermediate (learning)

# **INTERESTS**

Brand growth, digital innovation, communication, research, public speaking, creative strategy.

# REFERENCES

Available upon request.