

Mugisha Iganze Ian Kyle

Kigali, Rwanda

Email: ianmugisha515@gmail.com

Date: November 15, 2025

Dear Hiring Team at The House of Kemmy,

I am excited to apply for the **Lead Marketing Strategist** position at The House of Kemmy. With hands-on experience in brand development, digital marketing, and strategic communication, I bring a combination of creativity, analytical thinking, and leadership that aligns with your mission to build bold and meaningful brands.

As **Marketing Manager at Site Crafterz**, I led digital marketing campaigns, developed brand strategies, and coordinated cross-functional teams to deliver results-driven projects. Additionally, as the **Founder of Debate to Educate Rwanda**, I created and executed strategic initiatives from the ground up—managing outreach, partnerships, events, and communications. These experiences have sharpened my ability to craft marketing strategies, measure KPIs, and drive brand visibility at a national level.

I am drawn to The House of Kemmy because of your focus on innovative, data-informed marketing initiatives and your commitment to shaping the next chapter of Rwanda's creative industry. I am confident in my ability to design comprehensive marketing strategies, guide creative teams, and lead campaigns that deliver measurable impact.

I would welcome the opportunity to contribute my skills and passion for marketing strategy to The House of Kemmy. Thank you for considering my application. I look forward to the possibility of discussing how I can support your vision for brand growth.

Sincerely,

Mugisha Iganze Ian Kyle